

The MANUFACTURING CONFECTIONER

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Western Representative—Edward S. Townsend, Russ Building, San Francisco, California.

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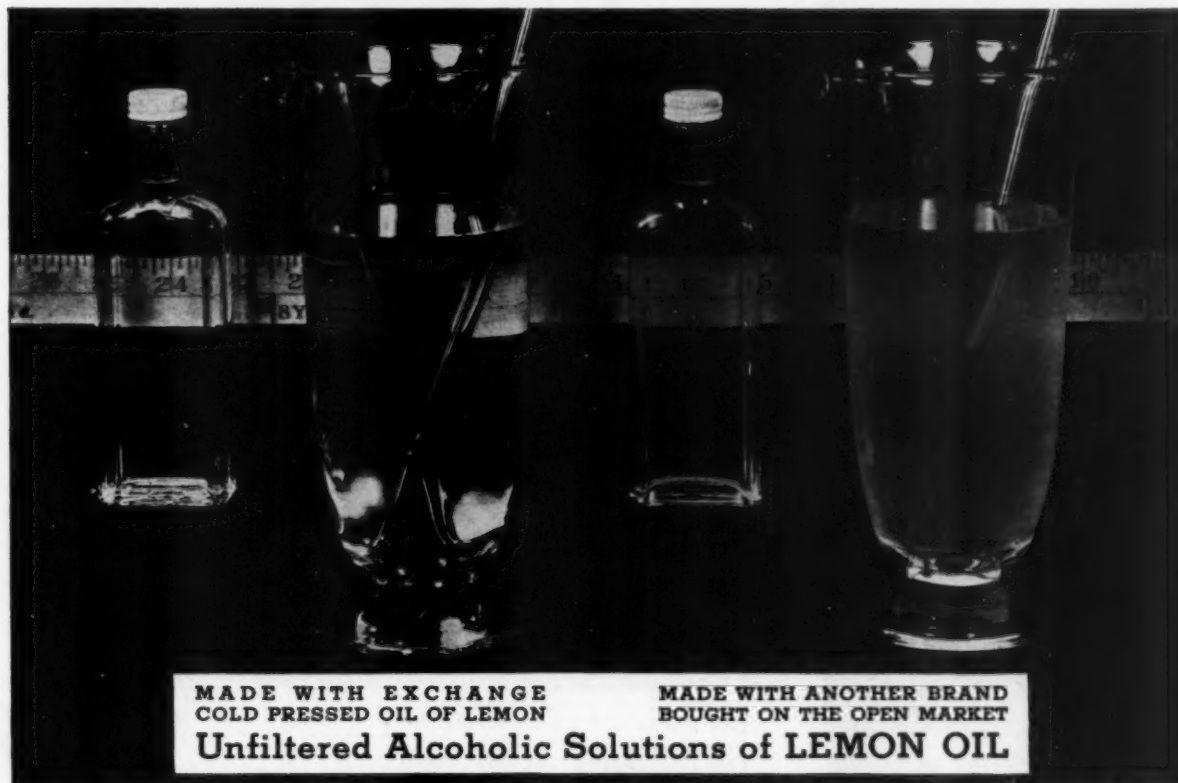
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WHO'S WHO IN THE CANDY INDUSTRY

*Fostering the Idea of Getting Better Acquainted
with Prominent Members of the Industry*



C. C. CHASE
Chase Candy Company, St. Joseph,
Mo.



ROBERT W. KANEEN
Christopher Candy Co., Los Angeles, Cal.



BOB McCORMACK
Bobs Candy & Pecan Co., Albany,
Ga.

C. C. CHASE

"I GREW up in the business . . . and always enjoyed it," is the way Charles C. Chase sums up his reasons for entering the candy manufacturing industry. This event took place sixteen years ago and the company was the Chase Candy Company, St. Joseph, Missouri.

Mr. Chase chose the sensible course of starting at the bottom of the ladder, and worked as a candy maker's helper—cost clerk—salesman—sales manager and superintendent. In 1931 he was made President of the Chase Candy Company. His father, founder of the company, is Chairman of the Board of Directors.

Fresh laurels now adorn C. C. Chase, as a short time ago he was chosen to serve on the Board of Directors of the National Confectioners' Association. Prior to this, Mr. Chase has had a prominent part in the conduct of the N. C. A. as a member of the Executive Committee, during 1929-30 and 31.

Charles Chase was born in St. Joseph in, we understand, around the year 1899. One of the younger candy manufacturers, he is outstanding in his interest in modern methods of merchandising.

He attended Drake University in Des Moines and the University of Pennsylvania in Philadelphia. Mr. Chase is married and has three daughters harmoniously named Gretchen, Barbara and Nancy.

C. C. Chase took part in the World War, serving in the Navy. He acknowledges two hobbies: golf and swimming, with golf in the lead as his favorite sport.

Mr. Chase is a member of the St. Joseph Country Club and is one of the sponsors of the St. Joseph Girl Scouts, which would not surprise one cognizant of the fact that Mrs. Chase has been a Girl Scout Commissioner for several years.

ROBERT W. KANEEN

ROBERT W. KANEEN was born in England, educated in Canada and, despite the fact that he is a candy executive of twenty years' standing, does not play golf.

Known as one of the most capable and vigorous leaders of the confectionery industry in the West, Mr. Kaneen is now occupying the office of President of the Western Confectioners' Association. He is also a Director of the National Confectioners' Association. During his spare time he acts as General Manager and Vice President of the Christopher Candy Company, Los Angeles.

Mr. Kaneen entered the candy business by way of Lehnhardt's Confectionery Company, Oakland, in 1908. He started in the ice cream department and was later transferred to the candy sales department.

Concentrating on the sales end for many years Mr. Kaneen, in 1921, joined the Christopher Candy Company, in charge of the candy manufacturing department. When this company was sold to Western Dairies, L. J. Christopher and Mr. Kaneen organized what is now the Christopher Candy Company in Los Angeles. In charge of sales for the newly organized company, Robert Kaneen served in this capacity until February of this year, when he became General Manager.

Mr. Kaneen holds membership in the Allied Druggists' Association, the Salesmen's Association, the Travelers' Association and the Elks' Club.

His work is his hobby, baseball his favorite sport, and he enjoys reading detective stories. Mr. Kaneen is married and has a daughter of twenty-two years and a son nineteen.

BOB McCORMACK

A CANDY manufacturer with a background as romantic as the products he manufactures is Bob McCormack, of the Bobs Candy & Pecan Company, Albany, Georgia. Mr. McCormack's grandfather, Malachi McCormack, operated the first candy factory in the South, at Nashville, Tennessee, before the Civil War. Grandfather Malachi's factory was confiscated by Federal troops when Nashville fell and turned into an emergency hospital.

Bob McCormack was born in Nashville, March 3, 1893. Upon leaving college, Mr. McCormack, naturally enough, chose the candy business for his career and he occupied himself with the clerical and sales end up to the time of the World War. His first position was with the Eagle Candy Factory, Nashville, then a subsidiary of the National Candy Company. Other similar positions brought Mr. McCormack up to the time of the War, when he was in the service of the Government as Lieutenant in the Infantry Division.

Following the War, Bob McCormack settled in Albany, Georgia, and embarked in the candy manufacturing business.

Mr. McCormack describes his business as "one of a divided nature, as we operate a large pecan shelling plant in connection with our candy business. We also process peanuts in various forms for the manufacturing and wholesale trade." He continues, "I conscientiously believe that I know every phase of the candy manufacturing business. Practically every formula for our candies is of my origin."

Mr. McCormack is at present prominently before the eyes of the industry as a Director of the National Confectioners' Association.



Editorial

Industry Problems

THOUGHTS on the industry's problems— Now that the Copeland Food and Drugs Bill is apparently about to be passed, how much longer is the confectionery industry going to delay setting up sufficient definitions and standards to exempt manufacturers from stating on the outside of their labels everything in their products? This will be required of all products that are not covered by approved standards, until such time as the Food Standards Committee formulates standards.

The new N. C. A. administration plans to foster regional associations in six trading areas, as well as other local associations. Some leaders experienced in the affairs of the association believe it is too much to expect of the Executive Committee members in each area to be responsible for this task. It is held that a full-time organization man should be sent out to do that work. The industry is waiting for action.

Price maintenance...interchange of credit information...cost education...increase Department of Commerce services...group insurance...commodity groups...Will any plan be carried through?

Operating Costs

THE net returns from the manufacture of candy, with the exception of a few isolated cases, have for many years not been on the same level as those of other industries. A fair question to ask is: what may be the reason therefor?

Too keen competition would be the reply of many, without giving the matter much thought. But every business has to meet keen competition today.

Again what is the reason? In answer to this question others may be asked, Have the candy manufacturers organized their production equipment and methods on a comparative basis as the better paying businesses have done? There is standard equipment to be had and it is generally used, but is this general equipment organized and synchronized to produce at least expense?

It behooves every progressive business periodically to take stock of its equipment and methods. This why some producers can undersell others at a profit.

Production Keynote

PLANNING the fall production season is the keynote of this issue of *The MANUFACTURING CONFECTIONER*. While various phases of raw material and product control are discussed, along with proper attention to machinery and equipment requirements, we pause to emphasize the latter because they are most frequently slighted.

Slack periods of activity, such as that from which the industry is now emerging, afford the manufacturers opportunity to have superintendents and engineers thoroughly investigate plant operations. In preparation to meet future requirements, special machinery can be carefully planned and estimated upon.

Foresighted manufacturers will not await demand before making replacements and additions; they will have their plants in readiness to meet the demand as it comes. Deferred replacements is hazardous, breeds doubtful capital values, lower production capacity, uncertain performance, breakdowns, delays, higher production costs, loss of orders.

The life usefulness of machinery varies, on the average, between ten and twenty years, according to facts revealed in a recent survey by the Machinery and Allied Products Institute.

Invention junks a considerable part, rendering the old, inefficient in practice or production. Depreciation through continuous use also renders machinery uneconomical. Lack of use is an even greater contributing factor; idle machinery rusts and becomes unserviceable more rapidly than machinery in use wears out.

Thus we find that it becomes increasingly costly to continue the operation of inadequate obsolete and undependable equipment, and that the greatest economy calls for intelligent and timely investment in first-grade, efficient, modern machinery.

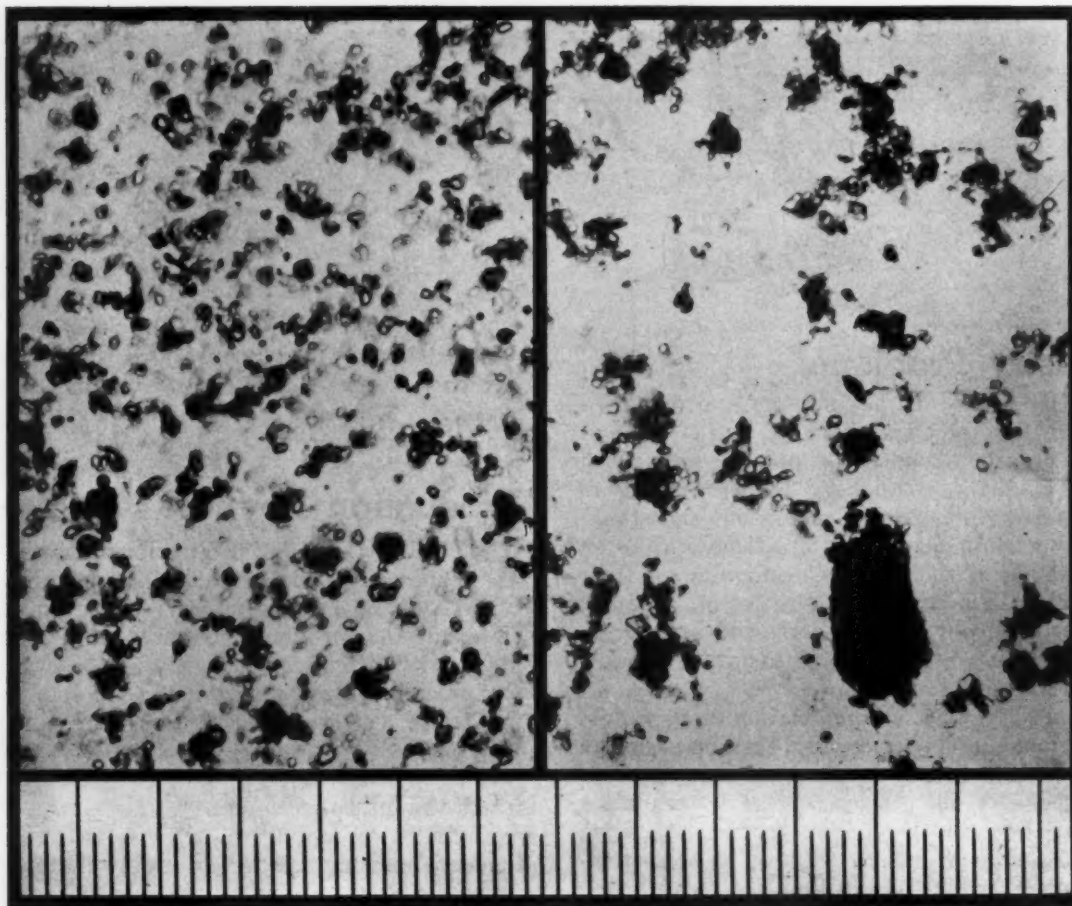


PHOTO I.

Photos by C. P. Shillaber, 3601 21st Ave., L. I. C.
PHOTO II

When Theory Meets Practice— COCOA-MILK

IN 260 B. C. Archimedes wrote in his treatise on "Floating Bodies," "A solid heavier than a fluid will, if placed in it, descend to the bottom of the fluid, and the solid will, when weighed in the fluid, be lighter than its true weight (i.e. in air) by the weight of the fluid displaced," and so founded the principle upon which was based what we know today as "Specific Gravity" (S. G.). It sounds, of course, a ridiculously obvious statement to say "if a stone be dropped into water, it sinks rapidly," yet that can be found in one of the most up-to-date books on Colloid Chemistry and is only a repetition of the first part of Archimedes' seventh proposition, quoted above, with the word

**BY ROBERT WHYMPER and
C. P. SHILLABER**

"rapidly" included. Science is, really, a very simple thing since it is an expression of truth.

The separation of cocoa powder, or any other solid, from a liquid on standing must, in practice, take into account the time-factor, for we do not want a suspension for an indefinite time but only, in the case of Cocoa-Milk, for, let us say, 48 hours. "But," continues Bancroft quoted above for the stone, "if it (the stone) be ground into fine particles, the surface is

much greater and, consequently, the particles sink slowly. If the stone were ground into very fine particles, we would expect them to sink very slowly, the rate being a function of the diameter and density of the particles."

In considering the separation of cocoa powder (our solid) from milk (our liquid, though milk is an emulsion rather than a true solution), the following factors influence the rate of settling:

Cocoa Powder

1. Its true Specific Gravity with relation to that of milk,
2. Its apparent Specific Gravity with relation to that of milk (e.g., the presence of air-pockets, if any, etc.)
3. Its particle-size,
4. The nature of the surfaces of the particles, so far as they exert friction when falling through the milk.

Milk

1. Its true Specific Gravity with relation to that of cocoa powder,
2. Its viscosity or the friction of its own internal particles, and its capacity for exerting friction on the cocoa particles falling through the milk,
3. Convection or other currents due to the rising of the milk-fat, and changes of temperature.

The force of gravity is, all the time, pulling on the cocoa particles to give them, if entirely free from friction, a rate of fall that increases 32.16 ft. every second. Therefore, friction between the particles of cocoa and the milk, and all it involves—force of gravity, size and nature of particles, and viscosity of the milk—are vastly important in our consideration.

Various formulae have been devised to express these factors mathematically, that of Stokes illustrating our purposes here:

$$V = \frac{2r^2 (S - S')g}{9E}$$

where "V" equals constant rate of fall; "r" equals radius of the particles; "S" equals S.G. of the solid particles; "S'" equals S.G. of the liquid; "g" equals gravitational constant; "E" equals viscosity-coefficient. Thus, it will be seen, are introduced in this formula all the points to be observed—particle-size (r), Specific Gravities of the solid and liquid (S and S'), viscosity, including friction (E and g)—with the exception of convection and other currents, which are incapable of being controlled except through the viscosity of the milk.

This formula has been applied to several specific cases. Thus, with particles of such a heavy metal as gold in water, particles of one micron radius (say, 4 one hundred thousandths of an inch) fall through water at the rate of 2.4 mm. (say, 9 one hundredths of an inch) per minute. If the gold particles are reduced to 10 milli-microns radius (say, 4 ten millionths of an

inch) their rate of settling in water is slowed up to 10 mm. (say, 2/5 of an inch) per month. If, instead of gold (S.G. equals 20 approx.), a substance of Specific Gravity 3 be suspended in water, the particles of 10 milli-microns radius will settle nearly ten times more slowly than gold particles of the same size. Cocoa powder, which has a Specific Gravity well below the figure 3, will, therefore, settle still more slowly for the same size of particle, and, consequently, we have no need to consider in our case, here, particles of any such minuteness as those mentioned for the smallest particle of gold.

Pertinent to this matter is the topical subject of dust-storms, exact figures for which—air-current, particle-size and distance carried—can be found in "Die Bodenkolloide" (1915). One of us has, also, measurements of particles of volcanic ash carried to us 200 miles at sea from an eruption of Mont Pelée that tend to bear out the accuracy of the calculations. But the pertinency of this matter will be seen only when the desirability of using wind-sifted cocoa powder in Cocoa-Milk is discussed.

Expressed, then, in simplest terms, our problem depends on the relative Specific Gravities of cocoa powder and milk, on the viscosity of the milk and on the particle-size and surface-nature of the cocoa powder.

Specific Gravity

a. Cocoa Powder

The S.G. of cocoa powders vary primarily with their fat-content (inclusion of much heavier shell-powder being, of course, forbidden). Cacao butter, which represents about 55 per cent of the nibs, has a S.G. approximately 0.97 at 68° F., compared with water as unity, and, therefore, will float on water. Vegetable tissues, starch, proteins, etc., are all somewhat heavier than water. A cocoa powder could, therefore (if enough fat could be held and the whole still remain a powder) be prepared that would float on milk, and, in this case, the real S.G. of the cocoa powder is involved. But, if air could be attached to or incorporated in the cocoa powder particles, the apparent S.G. of the powder would be below normal, and once more a floating cocoa powder could be prepared. A judicious combination of these two possibilities to lower the relative S.G. of the cocoa powder is easily within the bounds of commercial practice.

b. Milk

Skim-Milk has a S.G. that varies from 1.032 to 1.065 at 59° F.; milk-fat has a S.G. from 0.9325 to 0.9448 at the same temperature; and full-cream milk varies between 1.0288 and 1.034. We cannot discuss here the currents formed by the rising of cream on milk during standing that influence the falling of cocoa powder in the same liquid. But, by increasing the viscosity of milk, the rising of cream is slowed down just as the falling of cocoa powder is checked, the addition of 0.75 per cent of Gum Tragacanth, for example, reducing the rate of separation of cream in

milk from 0.18 cm./hr. to 0.10 cm./hr. The currents, due to separation of cream, are, therefore, reduced considerably by increasing the viscosity of the milk, and such reduction does, in fact, help to hasten the separation of the cocoa powder, though this effect is more than counterbalanced by the increased viscosity of the milk which slows down the settlement.

The temperature of the milk and the size of the fat-globules therein are, of course, also important factors to consider in this respect of cream-separation which operates in an opposite direction to the settling down of the cocoa powder.

Viscosity of Milk

The viscosity of milk increases appreciably with falling temperature—a viscosity of 4.28 being recorded for milk at 32° F., 2.12 at 68° F., and 1.64 at 86° F. In the case of water on the same viscosity-scale, the viscosities are 1.79 at 32° F., 1.00 at 68° F., and 0.8 at 86° F.

Cocoa powder will, therefore, separate from milk more slowly at the lower temperatures.

Other factors influencing the viscosity of milk are acidity and the proper distribution of the fat-globules throughout the milk. The latter can be of considerable importance, as, when properly distributed, the fat-globules tend to increase the viscosity of the milk without allowing the cream to rise too rapidly and so to cause a reduction of the speed of the currents due to this movement.

In the case of skim-milk, the viscosity decreases by heating up to 131° F. for 30 minutes, but, by heating above that temperature, the viscosity increases due to a shift in the calcium-caseinate system.

It is understandable, therefore, why more attention has been given to increasing the viscosity of milk by addition of various thickeners than to decreasing the particle-size or the relative S.G. of cocoa powder. But such obvious reasons have the one great disadvantage of having to tamper with the milk, a practice which could never be recommended if other ways or means were available.

Particle-Size

It is agreed that the smaller the particle-size of the solid the slower the separation from liquids. Cocoa powder is usually ground and then bolted through a meshed cloth of some sort. Photo II illustrates a powder, all of which passed through a 300-mesh sieve, and, by measuring a number of the largest particles, we found an average figure 53.3 microns, which corresponds to an opening of 270-mesh sieve (0.053 mm.). But it will be at once seen from the photograph that the particles are very variable in size, and that a mesh only controls the *largest* particle that can pass through, and then only very inefficiently since very long narrow particles can slip through lengthwise. It will be observed also that, by bolting through a mesh, no control is established for the S.G. of the particles, since fine pieces of sand or husk or heavy cocoa particles

can pass through just as readily as the lightest particles. Hence, our strong argument for using wind-sifted cocoa for Cocoa-Milk, a very imperfect specimen of which is illustrated in Photo I, showing particles carried forward on an air-current (as in dust-storms) that have reached a far distance entirely owing to their low Specific Gravity. The particles shown in Photo I are fairly regular and are in the region of a general range of 1/50-1/100 mm. (say, 1/1250-1/2500 of an inch), each division on the scale below the photo being equal to 1/100 mm.; the cocoa particles in Photo II, on the other hand, are very irregular and range as high 1/20 mm. (1/500 of an inch). The difference in rate of separation of these two powders from milk is, therefore, very considerable; and, for those interested, pleasant times can be spent in calculating the rates of separation of the two from milk by means of Stokes formula, and in determining how much finer still than the finest shown the cocoa powder would have to be before separation from milk is stopped over 48 hours.

We should, perhaps, remark further that in Photo I will be seen a number of oval bodies foreign to cocoa powder. These are mostly mould-spores and are accounted for by the fact that this sample of powder was taken from the air-filter sleeves of the cocoa powder plant where accumulation of such light foreign bodies occurs and where, also, the finest particles of cocoa powder are held, the size of which we desire to determine for the purposes of this paper.

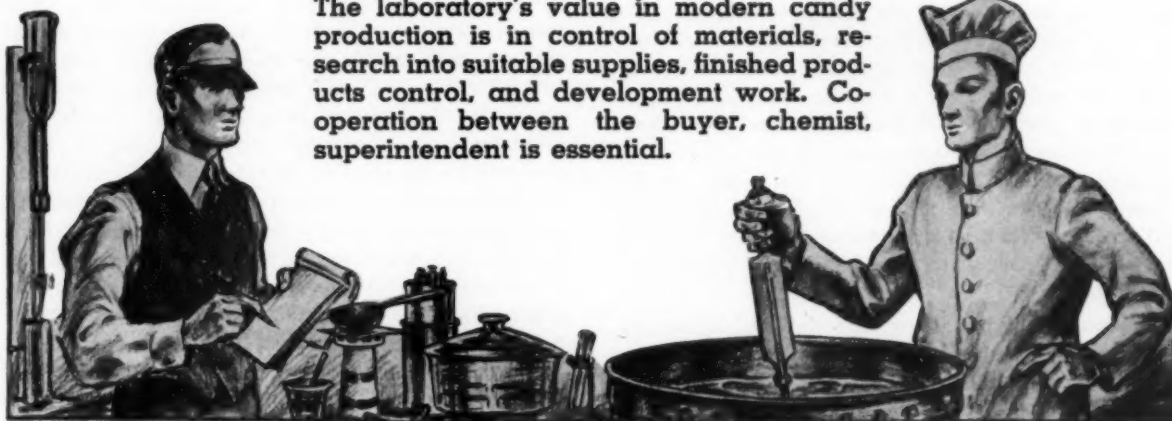
There are many other interesting points in this problem of separation of solids from liquids that cannot be touched on here for want of space, among our necessary omissions being the problem of aggregation of the particles that often gives a mottled effect to Cocoa-Milk. Since, however, not only the Specific Gravity of the cocoa powder, but the area of the particles exposed to the friction of the milk as they fall through the liquid, is important in all our considerations, we must mention the rate at which the area of bodies (or "the surface" of Bancroft) is increased by reduction of particle-size. For simplicity of calculation, we will assume our body to be a sphere; if, then, a sphere of any size is ground down into any number of other spheres, the total increase of area exposed by such grinding is found by multiplying the original area of the original sphere by the cube root for the number of particles into which it is ground. Thus, for example, if a sphere of any size is ground down to 27 other spheres, the increase in area is found by multiplying the area of the original sphere by the cube root of 27, which is 3. Or, in other words, the area of the exposed surface of the original sphere has been increased three times by grinding into 27 other spheres.

The following are the technical details regarding the photo-micrographs for use by others further interested in this subject: Specimens mounted on slide with mono-bromnaphthalene: Obj. 16 mm. apo. Leitz:

(Turn to page 54)

THE PLANT LABORATORY

Its Value in Research and Control



The laboratory's value in modern candy production is in control of materials, research into suitable supplies, finished products control, and development work. Co-operation between the buyer, chemist, superintendent is essential.

★ By DR. STROUD JORDAN

ANY attempt to appraise the value of a plant laboratory will require more space than can be allotted to this article. It will only be possible, therefore, to generalize and in order that activities may be outlined, three divisions will be made. These will have to do with **supplies control**, **finished products control** and with **development work**.

Naturally, the first laboratory job is to determine the fitness of raw materials. This should be done by examining samples before purchase, and after supplies have been received. No new lots of materials should be drawn from the supplies store for plant requirements until a release tag has been attached showing a certificate of fitness.

Raw Materials

Sugar is the most universally used of all confectionery supplies. Many food manufacturers consider it as just sugar, without attempting to determine differences which exist between the several brands and types. There are still a few manufacturers who insist upon buying limited quantities of rock candy, believing that they are obtaining a purer sugar than is to be obtained in any other fashion. There was a time when this belief was correct but, with recent developments in methods of manufacture, crystal size is not so important. This example has been chosen to demonstrate that buying by brand or trade name does not always mean that the product obtained is of material advantage even though it may cost more money. A laboratory examination will determine any differ-

ence in polarization and also whether impurities are present in sufficient quantities to cause trouble.

Passing from further consideration of sucrose (granulated sugar), we are next confronted with starch and its conversion products. When purified starch is converted by controlled heat and fractional percentages of acid or by an enzyme such as diastase, the result will depend upon time, temperature and methods of processing. Varying percentages of dextrin, dextrose, and maltose will result. For example, an average type of **corn syrup** will contain approximately 43 per cent of sugars calculated as dextrose and 57 per cent of dextrins when based on solids content. If we translate these factors into a 43° Baume syrup, the presence of moisture causes a reduction in solids content. Sugars calculated as dextrose will be approximately 35-36 per cent, and dextrins will diminish in a similar ratio. There are other types of corn syrup with varying degrees of conversion. As the process nears completion we have less dextrins and more sugars present. Which syrup is best suited to plant needs? The type of syrup which is best suited to plant needs can best be determined by your laboratory working in conjunction with practical applications in the plant.

In those products which require **starch** in their composition we find a wide variety from which to choose. Classification has been made by the manufacturers of such products which is based upon fluidity. In many confection types a 60 grade is

satisfactory, while in others a lower fluidity may give better results. It depends upon the product and the consistency which we wish to obtain as to the selection. Even with fluidity definitely fixed, results obtained when a jelly batch is finished may vary if starches have been drawn from two different sources. Starch is an interesting raw material and its physical characteristics are easily influenced. If it is an acid treated product and residual acidity is greater in one case than another, a confection in which the same weight of each variety is employed will not have the same texture. It is necessary, therefore, to make periodic laboratory tests to determine fluidity and jell strength. It is particularly to be noted that different types of thin boiling starches may appear to produce the same jell strength when as a matter of fact there will be 2-3 per cent more water retained in one batch than in another.

Gelatine is another raw material which is consumed in large quantities, especially in the production of marshmallow types. In most cases this product is bought on brand name, since definite results have been obtained from the use of such a brand and the gelatine manufacturer has zealously guarded the characteristics of his product by rigid chemical control. There is one drawback from the manufacturing confectioner's standpoint which is apparent if we analyze such a condition. It is admittedly bad business to change a product that is satisfactory unless another product which is equally or more satisfactory has been found, and the only way to find such a product is through experimental batches. In our rush for efficiency we have leaned a little too far in insistence upon a high jelly strength test. If a product is substituted whose jelly strength is materially increased over the gelatine in use, it is but natural to find that the finished marshmallow will be tougher unless due allowance is made in the amount employed. For example, if we are using a gelatine with a relatively low jell test and we replace this weight for weight with one whose jell test will run over 200, a smaller quantity will be required. On the other hand, when gelatine percentage is reduced, body in the finished confection is lost.

A more satisfactory method of handling this problem would be to blend gelatine types according to their physical properties as determined in the laboratory. High test gelatine when combined with the proper amount of a low test product will oftentimes produce better results than a medium grade or when the more expensive varieties are employed. It is obvious that if we have been using 2.5 per cent of gelatine, based on the finished marshmallow weight, and we replaced this with 2 lbs. or less having a higher jell strength, body will be lacking and if we whip to desired lightness it will require more water. Such a marshmallow will "take

starch" which causes crusting and wrinkling after a few days' standing. It is not possible to predict such trouble from visual inspection, but if the laboratory is called into service, they will be able not only to test jell strength but beating qualities and all-around suitability.

As chewy confections are becoming more popular we find public taste running toward caramels, toffees, butterscotch and similar products. For the production of such confections definite quantities of **milk solids** are indicated. This calls for careful control of milk supplies and a systematic check of the product selected. Casein and milk albumen play somewhat the same role in such confections as gelatine does in the marshmallow field, although milk is not primarily used for the incorporation of air. Casein, like gelatine, is a protein and milk albumen bears a close resemblance to egg white, both in composition and in physical effect. If a milk product has been heated too high in its preparation or if it has not been handled properly during the method employed for the production of a confection, characteristics will be changed and results may not be satisfactory. This cannot always be predicted from laboratory tests. A knowledge of the practical value is also required.

All products entering into confectionery production should be subjected to close examination, and while it is impossible to go more into detail, the examples given above should suffice to indicate the purpose and value of a laboratory in the control of raw materials. While such work is more or less of an analytical nature, it also calls for a sizeable amount of plant research. When an analysis is made of several types of milk, for example, to determine which is the best suited for use in a particular confection, this is a piece of research work. Such findings will assist the purchasing department in selecting those products best suited for the use at hand.

Finished Materials

After the greatest care has been exercised in the selection of raw materials and the laboratory has been used to its fullest in classifying all products which have been purchased, a real job is to be found in each plant. This consists not only of proper control over all finished products, but also in determining the most suitable type of package and storage conditions which will be conducive to the greatest shelf life. To many manufacturers a **fondant** is just another mixture of sugar, corn syrup, invert sugar and water with or without the addition of frappe. A rude awakening is coming to such a manufacturer some day. Plant standards should be set and maintained on the amount of moisture in each type, and formulas should be continually checked to determine **process inversion** in order that **sweatback** and **softening**

does not occur in too short a period of time. Just because a definite weight of sugar is used and cooked with a controlled amount of corn syrup does not in any way mean that all of the sugar used will remain as such after the cooking process has been completed. Temperature, time, and water employed all have their bearing.

It is distinctly recalled where one manufacturer of fondant had been troubled with **color formation**. This had happened at intervals and was not a general occurrence. He had alternately blamed sugar, corn syrup, invert sugar, and albumen for the trouble which he had experienced, but failed to take the composition of the **water** he employed into account. Sometimes during the summer his source of supply increased in mineral content caused by the lessened quantity of surface water from surrounding water sheds. As the hot sun evaporated the water it also concentrated mineral matter in that which was left. The result was that fondant made under conditions of low water in the reservoir always showed high color and rapid breakdown.

It was suggested that the manufacturer in question purchase a few gallons of distilled water and make a check batch of fondant. The result was that a remarkable difference in color was noted and the amount of sugar inverted in process was changed. This was apparently the solution to much of the trouble which has been experienced. Had the plant maintained adequate control over all products employed, this fact would have been known and trouble experienced would have been obviated.

The **texture** of finished products will depend largely upon the process employed, although materials used may be identical in each case. Differences in time required to finish a batch of caramel, marshmallow, nougat or any of the usual types of candy will cause varying amounts of inversion, provided all other factors remain constant. In some cases too little inversion will result in the graining of an otherwise acceptable product, and if we swing to the other side with the pendulum we find too much inversion which develops excessive color and stickiness. One case is just as much to be avoided as the other, since in neither is the product satisfactory. This means that continued control of moisture, process inversion and color formation must be maintained at all times.

It is much better to determine that a batch is unsatisfactory before it is made into poor confections and shipped to the trade than to have the confections returned at a later date for credit. And so we could go throughout the entire list of confectionery products and find that it is not only desirable but necessary that close supervision be kept at all times. This supervision should be main-

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ADOLPH GOELITZ

May 30, 1870—July 29, 1935

IN the passing of Adolph Goelitz, President of the Goelitz Confectionery Company, and Vice-President of The Manufacturing Confectioner Publishing Company, on July 29, the industry lost one of its pioneers whose sound vision and business genius built one of the industry's best known specialty concerns, and who also shared in establishing an institution of service to his fellow manufacturers.

The son of a candy manufacturer, Adolph Goelitz entered the industry at 18 years of age as a candy maker for his father in Belleville, Ill. Gifted with a keen insight into the future possibilities of sound ideas, young Adolph decided that in the field of specialized manufacturing he would seek his fortune—and in the years to come he enjoyed the fulfillment of his dreams.

In 1900 Mr. Goelitz started in business for himself in Cincinnati, Ohio, specializing on butter cream corn and other candy novelties. Associated with him at first was Sam Boger, who handled the selling of this immediately popular line until his death a short time later. Also active in the business with Mr. Goelitz during the early years were his brothers, Herman and Gustav. They continued until about 1925, when Herman started his own business on the West Coast and Gustav retired to Texas, where he still resides. Another brother, Armin, joined the ranks and is active in the Brooklyn factory at present.

During the intermediate years, Edward F. Kelly, a brother-in-law of Mr. Goelitz, came with the concern, and the Goelitz Confectionery Co. of Ohio was incorporated, with Mr. Kelley as Secretary-Treasurer. Later the firm of Goelitz and Kelley was organized in Chicago, and in 1910 the two firms were consolidated in Chicago at the Berry factory on Congress Street.

Quality was always paramount in the confections produced by Mr. Goelitz, and their popularity continued to increase. Hence expansion necessitated building the present plant at North Chicago in 1912, and opening the branch factory at Brooklyn in 1924.

Having succeeded in specialization, and imbued as he was with an adventurous, pioneer spirit, it was natural that he should find much in common with another pioneer in specialization, Earl R. Allured, who in 1920 was attempting to interest members of the industry in a technical publication specialized exclusively upon the problems of the manufacturing confectioner. Mr. Goelitz ardently supported Earl Allured's publication project. They became fast friends, and when the company was incorporated in 1921 Mr. Goelitz accepted the

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A Superintendent Discusses

PLANNING THE HOLIDAY PEAK

★By **GEORGE A. EDDINGTON**

Factory Manager, Archibald Candy Co.
Makers of Fannie May Candies, Chicago

IT is an old saying that every campaign that has been won was carefully planned in advance. This old axiom has a very special application to seasonal industries, such as the candy manufacturing industry which has its four definite major seasons, involving special merchandise and peak production for each season. Planning well in advance for the production season is therefore of vital importance to the seasonal success of the candy plant.

Of course with staple merchandise, we have the steady routine of planning and keeping things running in proper order at all times. With the seasonal peaks, however, the items to be made up and featured for each particular season must be well thought out and all plans for their production and cost—as well as merchandising—arranged to assure a successful season.

The necessity for planning applies all along the line in the candy manufacturer's organization—from the purchasing of all raw materials and findings to the packing of the last box or container. It also has to be a cooperative proposition, from the head of the house right down to the last employee. The battle is not won until the last pound is made and shipped—assuming, of course, that collections will be made on all sales.

Raw Materials

The production departments presumably are now getting ready for the coming Holiday season. Not only are the assortments and special pieces and packages under consideration, but the raw materials as well. This applies to the receiving and storing of raw materials and how and where the various stages of production will be handled. The raw materials should be stored where they can be used in production with the least handling. Unfortunately, in this respect, many of the buildings where candy is made are not properly adapted to material storage and efficient manufacturing, with one adjacent to the other, but the best must be made of the physical equipment at hand. Very often there is too much space in the wrong place and not enough in others.

Now Is Time to Iron Out Kinks

In planning production for the season in accordance with the anticipated volume, you know what you had



GEORGE A. EDDINGTON

last year, and where the difficulties existed. Now is the proper time to iron out the wrinkles of last year, for it is most unwise to start a race with a handicap. It is nearly always possible to arrange the necessary changes to avoid many of the troubles previously experienced, if time and careful consideration are given to each problem. Such preparation may take a little extra time at present, but the cost of that time is incidental compared to a hold-up of production in a busy season. Attention given to these kinks now and then will be very well spent. It may be at the beginning of the day or after closing time.

The production head should have the cooperation of everybody in the shop in this program. I have found it helpful to put everyone on the spot, from the foreman to the last man. If you give everyone a little responsibility, it is surprising what can be accomplished. The superintendent and foremen do not know everything. Often a good idea comes from the lowest or newest employees. In this regard, help has been available in recent years. Why not give a man a chance to show what he knows? Very often it leads to the development of a good man.

Planning and Supervision Go Hand in Hand

There is no place in the plant that should be exempted from the rule of proper planning, despite the

fact that many are inclined to work on practically a hand-to-mouth or day-to-day basis. Good production men know that here is where the headwork comes in. It is no trick to get stuff made if you have it all planned out. If the work is laid out properly for each department, you can "go to town." The help invariably is willing if they know where to go. With a little tact, they will turn out the desired production, but they have to be well directed.

Taking up the slack is a very important factor under the point of proper direction. For instance, if you have so many thousand pounds in the cream room ready for the dipping room, and for some unknown reason you have to divert from that work to getting out something special, when the change-over is made it should be done with the least possible commotion of personnel. Otherwise time is lost and the employees get off their stride. Experience has proven that the change-over in such instances should be made gradually. Such occasions sometimes happen for various reasons, but by careful planning they can be avoided to a large extent, and when they are necessary wise direction will greatly reduce the delay and cost.

Short-Sighted Practices Conflict With Cost Control

Proper preparation for the approaching season involves the long range view in respect to costs as well as the mechanics of production. A common weakness in present-day practices is that too much short-sighted business is being transacted. In the last few years there has been a tendency among many manufacturers to make up samples and take orders on them without having materials or packages in stock, and without knowing their actual cost. This practice affects both time and profit, often adversely. Without knowing the actual cost of a given item, it frequently results in selling at a loss, which in turn causes much of our price competition in seasonal goods.

A common erroneous method is to apply the cost figures on similar goods to a new run. Often this is in error and is not discovered until the goods are in production and the contracts have been made, and it is too late to change prices. For instance, the cost on a run of 2,000 pounds of chocolate drops might be one figure, based on six or eight hours' production. This cost might be applied to a similar piece which has not been run. It is not wise to figure the cost on anything other than an actual test. In this case, a 2,000 pound run of the new pieces may require ten hours' time and take more coating because of its shape. This means an additional cost on both labor and coating—which may wipe out the profit or cause a loss.

If you can't see where you are going to make a profit, the transaction is better left undone.

How Equipment Is Involved

Some of the larger factories can and do control not only their output but also the viscosity of the chocolate to such an extent that they can coat to any thickness

desired. They can take an order to a price and make the goods to a price. Of course to do this they must have the necessary facilities. These plants have air conditioning and other facilities so that every day is a good day. Under those conditions a regulated production can be maintained and cost controlled and known at all times.

There are many other factories which are not so well equipped to produce with such accurate cost control. These are probably in the majority. To them I would say that it is doubly necessary to have their cost figures on the actual run for a given period of time. To these figures should be added something for the unforeseen conditions which arise that are out of their control, and which must be figured in so the entire cost can be covered. It is desirable that these manufacturers work toward the installation of the facilities which will enable them to compete profitably with the modern equipped plants.

Suggestions on Packages

With reference to the candies and their Holiday packages, one of the greatest faults I find among many packages offered in recent years is that there is too much flash to the package. In numerous cases, especially in the "popular" price lines, the main purpose seems to be to give the customers the impression they are getting something more and better than they are paying for; receiving that which in reality they are not. It is misleading to the public to "doll up" an assortment which has no merit in an extension top and bottom box, with flashy wrapping, fancy ribbon, a gold seal, and offer it as a standard package at a cut price.

In packages of this kind, all the pieces with a character have been robbed from the assortment in order to meet the price. Popular-priced packages do have a place in the candy merchandising field, but they should not be offered as a standard package containing the assortment that people expect they are going to get. By this I mean, for example, that there are people who expect to find in a good assortment of chocolates quality caramels made with the proper ingredients, nougatines made with honey, and good hard center pieces such as English toffee. Then there are those who look for the fruit jellies, liquid fruits, and coated nuts that a good assortment should contain. Of course there are always well flavored creams, either cast or handrolled, and various other creations of the candy maker's art—such as puddings and decorated pieces—included in the package.

What Makes High Quality

Some members of the industry say a box of candy is only as good as the chocolate coating used on the pieces. Others maintain that the centers determine the quality of the assortment. There seems to be a marked difference of opinion as to which is the most important factor. The manufacturers and their candy makers reveal this in the goods they make.

On the one hand we have those who stress good

chocolate coatings. They go to great lengths to secure coatings that in their estimation are the best they can make or buy for the price. Then, unfortunately, some of these manufacturers fail to exercise the same care in producing equally good centers to be covered with these fine grades of chocolate.

On the other hand, we have the manufacturer who prides himself on the materials he buys and the quality of the centers of his confections. He is almost fanatical about their fine flavor, texture, and ability to stand up under various conditions. He will go to no end of trouble to make his centers according to his particular ideas, equipping his factory to produce these high quality pieces. In his estimation he thinks he has the most perfect center that can be produced. Unfortunately, however, he also is short sighted in stressing but one of the important factors and minimizing the other. He uses a low grade of chocolate that is unworthy of his fine centers.

The wise policy is to take the middle course. Take the best pieces you can make and coat them with the best chocolate you can afford to buy. Thus you will have properly balanced candies that appeal both to those who appreciate the workmanship and quality of the centers, and to those who enjoy the quality and milling of the chocolate. After all, the centers and coatings are eaten together—not separately. Therefore, the quality of each adds to or detracts from the other.

That is what a good quality assortment of candy ought to. There is no room for any argument upon this question if this policy is followed religiously. The manufacturer can place a package of this kind on the market with no apologies and no regrets. He can give it to his salesmen as "the last word"—the best that can be made.

There still are people who will buy quality confections, even if they are a fraction above the competitive price. It is being proven every day. If some manufacturers haven't the courage and foresight to do these things our industry will "go to pot" all together. The wisdom of quality in all ingredients applies to the production of all types of candy made in the factory. This is not a panacea for all of the manufacturer's troubles, but if everybody will do his best in producing quality merchandise with a fair margin of profit, I am just old fashioned enough to believe normal prosperity will prevail in the industry throughout all seasons.

To the Manufacturer— In Behalf of the Candy Maker

From the Superintendent's point of view, let me pass on this suggestion to the manufacturer and his merchandising executives. It is that they give more serious consideration to the sales possibilities of the really good pieces and assortments that are offered by the candy maker. I believe the production man's most discouraging experience is constantly to have the character cut out of his work when he makes up some-

thing new. Take a package assortment, for example. Upon its presentation to the merchandising department, it is received with great enthusiasm. The production man is told, "You have done yourself proud." Then he is asked the cost and it is invariably too high, on general principles if for no other reason. The package must sell at a price—and consequently some pieces must be taken out. Usually the pieces eliminated are those which contain the most character. After the assortment is cut all up to meet a price it is neither one thing nor another. It is characterless. The situation is much like that of an artist who paints a beautiful picture which is acclaimed a success but a prospective customer considers it too high priced. Imagine what becomes of the value and appeal if the picture is cut in quarters to meet a lower price!

Raw Material Wholesale Prices

AVERAGE wholesale prices of many of the individual commodities used in the confectionery industry, reported by the Department of Commerce, for June, 1935, May, 1935, and June, 1934, are as follows:

Sugar, per pound, New York, Granulated—.052, .052, .045; Raw, 96°, .033, .033, .029.

Corn Starch, per pound, New York—.059, .059, .050.
Corn Syrup, 42° mixing, per 100 pounds, New York—3.730, 3.730, 3.100.

Cocoa, beans, per pound, New York—.071, .075, .093; powdered, per pound, delivered—.119, .119, .129.

Copra, coast, per pound, New York—.025, .029, .012.
Coconut Oil, per pound, New York—.046, .054, .026.

Corn Oil, per pound—.090, .090, .048.

Peanut Oil, per pound, mill—.094, .095, .052.

Peanuts, per pound, Norfolk—.036, .040, .033.

Milk, fluid, per 100 pounds, Chicago—2.248, 2.360, 2.260; New York—3.290, 3.290, 3.145; San Francisco—2.105, 2.105, 1.890.

Milk, condensed, per case, New York—4.850, 4.850, 4.850; Evaporated, per case, New York—3.000, 3.000, 2.700; Powdered, skimmed, per pound, plant—.076, .076, .071.

Acetic Acid, 28%, per 100 pounds, New York—2.450, 2.450, 2.910.

Citric Acid, domestic crystals—.280, .280, .280.

Tartaric Acid, crystals—.240, .240, .265.

Cream of Tartar, powdered, per pound, New York—.168, .168, .193.

Salt, per ton, granulated, Chicago—6.996, 6.996, 6.600.

Production, Consumption, and Stocks of Oils for Past Quarter

THE factory production, factory consumption, and factory and warehouse stocks of vegetable oils for the three months' period ended June 30, as reported by the Bureau of Census on August 6, was as follows—in the above order stated:

Peanut Oil, virgin and crude—3,553,483; 22,668,604; 34,457,964.

Peanut Oil, refined—21,792,650; 26,053,201; 20,350,685.

Coconut or Copra Oil, crude—44,502,406; 128,035,792; 112,507,086.

Coconut or Copra Oil, refined—83,016,684; 86,810,817; 26,036,452.

Corn Oil, crude—25,151,626; 27,702,641; 14,612,344.

Corn Oil, refined—22,954,317; 5,724,498; 11,702,681.

ROUTING SHIPMENTS PROPERLY

★ By M. J. GLERUP

Traffic Department, Imperial Candy Co.
Seattle, Washington

TRANSPORTATION is a commodity which should be purchased just as any tangible item used in the manufacturing of candy. Today, with numerous facilities offered for shipping the manufacturer's products, it is important to exercise sufficient care to choose the most desirable medium of transportation. The manufacturer must consider such factors as cost, safety, time in transit, and the pick-up and delivery feature.

With the exception of our largest candy manufacturers, candy is a product that moves in less than car-load quantities, and for that reason this article will deal with the shipping of these small lots. The car-load shippers are generally well organized to handle the various traffic matters efficiently and for the most part employ a traffic manager to care for the details.

Any system to be used in conjunction with shipping numerous small orders must be satisfactory from two points of view: (1) It must be simple and quick in its operation in order to handle large numbers of shipments during the day; (2) It must be able to save the shipper enough to make its installation worth while.

The Traffic Instruction Guide we shall discuss is satisfactory in the above details. In addition to the

savings that can be effected, such a system will guarantee that the customer will receive his freight each time by the same transportation company, and will insure that buyers who request specific routings will receive their merchandise by the route they request.

Method Based on Card System

This traffic guide consists of a card catalog made up of 3 inch by 5 inch cards, using one card for each city to which goods are shipped. It might be necessary in large plants to equip the office and the shipping room each with a set of these cards, depending upon the number of uses to which they are put, as can be seen later. A number of arrangements are available for indexing.

The cards may be arranged by states, by sales territories, or where a relatively small number of towns are shipped to, by arranging alphabetically only. However, it will be found that rate changes can be made more easily when the cards are first divided as to states and then alphabetically arranged within the states. Such changes are usually localized and corrections can be made on the cards affected without disturbing the entire file.

These 3 inch by 5 inch cards can be purchased in a number of colors and cards of various colors can be used to advantage. In the set we have had in opera-

Routing guide card devised by one manufacturer in working out this system, which has the desired information at a glance and saves both time and money. It is a positive method for routing freight and also serves as handy file in checking freight bills.

18	SPOKANE, Washington	31#	CANDY	.84
PREPAID - COLLECT VIA Consolidated Freight Lines			1ST.	1.40
			2ND.	1.19
			ADV	
			MINIMUM	50
			ZONE	3
			SCALE	43

tion for the past six years, we use a red card as a danger signal to designate that on this card are listed customers who have requested a special routing which must be honored. A blue card designates a particular large truck line we use, white cards are for rail and boat shipments, and buff for miscellaneous auto freight lines. Thus if changes occur in rail rates in general, the white cards can be quickly sorted out and the necessary corrections made.

Description of Card

Each card contains the name of the city and state and the word prepaid or collect. (See illustration.) On the third line, space is provided for the routing to be used. Along the right hand side of the card are spaces for rates, minimum charge, the express scale number and the parcel post zone number. The square following the name of the city at the top of the card needs explanation, as this is the basis for considerable saving in money and time. In this space is indicated the weight under which the shipment must move by parcel post or express, and over which by freight by the route specified on the card.

We have found by experience that cards should be typed, and where corrections are made at a later date, these should be made by making out a new card.

How System Operates

In operating this system, the orders are routed from the card file by the shipping clerk as he receives the orders from the credit department. Each order is rubber stamped (first) with the word "Collect" or "Prepaid"; (second) with the name of the transportation company; and (third) the weight limit is specified under which the shipment is to go express or parcel post. When the order is ready to ship, it is only necessary to note if the shipment is lighter or heavier than this weight limit. If lighter, it is, of course, turned over to the parcel post department where that clerk determines the cheaper of the two methods, parcel post or express.

The illustration is a reproduction of a sample card showing the information one manufacturer considered as important. This shipper had no traffic department and therefore did not have the various tariffs on file from which to make up his cards. He solved this problem by merely listing on paper the names of cities to which he shipped, as taken from his ledger. He turned a copy of these over to each transportation company that solicited his business, with a request for rates, minimums, and information as to whether rates included pick-up and store-door delivery service. These were treated just as bids for material would be and when each had quoted rates to points he could serve, the cards were made up from this information. The weight limit referred to above was found by taking the minimum charge by freight and determining the greatest number of pounds that can be shipped by parcel post or express, for that amount.

These cards not only serve an important function as

a routing guide, but they also furnish a handy file from which to check prepaid freight bills before they are paid. For those manufacturers who ship collect and permit deductions for freight, the cards serve as a check on the amount deducted or they can be used in the billing department for making up freight allowances direct on invoices. Cards were decided best suited because they are heavy enough to stand constant use and are flexible enough to make changes and corrections easily.

Eliminates Haphazard Routing

Any executive not employing some positive method for routing freight and checking freight bills and allowances will find here a workable system not costly to install and requiring only a little time each month to keep it up to date. It replaces the slipshod method of shipping by those transportation companies whose representatives call the most often or who pass out the greatest number of cigars.

It is a simple but efficient check on that part of your business that for the most part receives the least amount of attention. Too frequently salesmen or customers are permitted to route orders without any consideration being given as to the cost. Likewise shipping clerks very often have no definite way to determine if small orders should go forward via parcel post, express, or freight.

If 10 to 25 cents saving per shipment is important to you on your L.C.L. business, investigate the possibilities of this system.

Heide at Copeland Bill Hearing

WILLIAM F. HEIDE, Henry Heide, Inc., New York, member N.C.A. Legislative Committee, represented the industry at the hearings in Washington, August 7 and 8, on the Copeland Food and Drugs Bill before the House Conference Committee.

Hearings were being held that week on all food, drugs and cosmetic legislation pending in the House. Most favored is the Copeland Bill (S. 5) which has already been passed by the Senate and is now before the committee for consideration. Others are the Mead Bill, originally sponsored by the Proprietary Association and which became a force in the refashioning of the Copeland Bill, and also the Sirovich Bill. The candy industry has generally approved the Copeland measure.

The President has asked that a new act be passed this session, and it is reported he favors the Copeland Bill.

Attend Peanut Hearing

A CONFERENCE was held by the A. A. A. and members of the peanut trade on August 9 in the Auditorium of the Department of Agriculture, Washington, to discuss the administration's plans for adjusting the quantity of peanuts from the 1935 crop, moving into the edible market, to the amount which the market will take at prices representing a fair return to growers.

Among those attending were Wm. J. Lavery of Curtiss Candy Co., Chicago, who represented the N.C.A. Mr. Lavery reported to the officials that the candy industry this year, due to higher prices, had used but 50 per cent of the quantity of peanuts it used last year.

A WIDELY-KNOWN EXPERT DISCUSSES SOME

FORMULAS...OLD AND NEW

★ By JAMES A. KING

Vice President, The Nulomolene Co.

Excerpts of talk at Associated Retail Confectioners Convention

AS science furnishes us with information on the "how" and "why" of substances and their behavior under changing conditions, the extent to which we may profit from such knowledge will be limited by our ability to interpret and apply these findings. Herein lies much of the difficulty in balancing a formula, for we must know what we want to produce, the source and character of the materials needed, the best way to blend and process them, and how to preserve and duplicate the results.

An accepted formula from a candy-maker's point of view should be an accurate record of experience. It should embody detailed data on the number, weight or quantity of materials specified, with particular reference to types or grades of ingredients. For instance, when so many pounds of sugar are mentioned in a formula, we would interpret that to mean refined sugar; but if the formula calls for brown sugar, we might bet at a loss to decide whether it is best to use a light or dark brown sugar, a soft sugar, or the almost white, dry, hard, free-running crystals known as "Turbinados."

When writing formulas, the identity of the flavors, cocoa, chocolate, and milk solids should be clearly recorded, along with the names of the firms from whom they are purchased. A complete formula should give detailed working instructions; but so long as practical candy making is more "art" than "science," it will be difficult to describe accurately the necessary physical manipulations on which the character of the candy so often depends.

Manner of Assembling Materials Influences Characteristics of the Candy

The manner in which a group of materials is assembled and worked may exert as much influence on the characteristics of the candy as would the quality of the materials used. An experienced candy-maker may enhance the flavor and color of *caramels* and *toffee* by the method and speed of stirring while cooking. The character of the flavoring substances can be improved or ruined, depending on the stage at which they are added.

The addition of good molasses to open-fire-cooked hard candy—as when making *molasses chips*—is an example worth mentioning. A high-grade molasses should be boiled along with the sugar and other materials without necessarily burning, but much of the flavor of the molasses would evaporate during the boiling period. Good molasses is good flavor; and if



JAMES A. KING

you are using the old-fashioned, open-kettle type, the full value of its delicious flavor will permeate the batch if it is added in a fine stream after the hard candy has been cooked to 325-330° F. at sea level. It is important that the batch be vigorously stirred while adding the molasses; and as soon as all the molasses has been absorbed by the batch, it should be immediately taken from the fire and poured out to cool.

As an example of the flavor-influencing effect of heat, let us examine the simplest formula for a candy that was modern a hundred or more years ago—so-called *Barley Sugar*. Just three ingredients are used: sugar, water, and heat. The sugar and water are boiled rapidly to 350° F. at sea level. The boiling candy is hastily taken from the fire and poured on a cooling table. It is then folded together and gradually cooled, and later spun into strips. The subtle caramelized flavor of this candy is the result of boiling to high temperatures.

Another famous candy rivaling the barley-sugar formula in simplicity is *croquant*, or *hard nougat*. Dry granulated sugar is placed in a pan and is then heated and stirred until the sugar melts. No water is used in this formula, as the purpose is to stir the sugar constantly until it melts, and then raw, ground almonds or filberts are mixed with the molten sugar, and the candy taken from the pan and cooled. The heat required to melt the dry sugar is greater than the amount needed to boil the barley sugar batch, and therefore the *croquant* has a zest and flavor that cannot be duplicated by any other process.

There are a number of ancient formulas for candies, similar to those just mentioned, that could be profit-

ably revived; and in suggesting several, I shall adhere to the original processes and materials. In doing so, it will be noted, in the light of modern knowledge, that their keeping properties can be measurably lengthened by the addition of standardized invert sugar.

Some Ancient Formulas Worth Reviving

Genuine Gum Arabic "Jujubees" are made by dissolving ground Gum Arabic in an equal weight of water. The gum solution is strained through a No. 40 sieve, and to each pound of Gum Arabic solids used is added not less than one pound of sugar, which has been boiled to 270-300° F., depending upon the firmness of the Jujabee desired. The candy is deposited into impressions in hot starch, and then transferred to a drying room for several days, after which the pieces are removed from the starch, and oiled, or crystallized.

The manufacture of *Gum Arabic Egg Marshmallow* is almost a forgotten art, and the process is closely related to that of Jujubees. The gum is dissolved in water; and then sugar and water boiled to 240-245° F. is mixed with the gum solution. Whipped egg whites are incorporated, and the batch is beaten until light, flavored, and then cast into warm starch.

A very old formula used in making *Bonbon* centers a century or more ago consisted of mixing coarsely ground blanched and dried almonds with powdered sugar. Usually, about three pounds of the sugar was mixed with one pound of the ground almonds. This mixture was passed through rollers several times so as to produce a product about as fine as flour. Other kinds of nuts were used instead of almonds,—such as walnuts, cashews, filberts, and roasted coconut—and the nut flour was prepared in quantities ready for instant use. The *nut flour* when ready to use was mixed with melted honey and a little water to form a firm paste, then rolled into a sheet, and later cut with an old-fashioned lozenge hand cutter.

It is confections such as these that bring the discriminating candy purchaser to the shops of the manufacturing retailers. The mass-producer of candies prefers to make candies that can be distributed in quantities at relatively low costs; but we should not construe this to mean that the larger plants are not interested in making candies that were heretofore strictly retail items.

Ten years ago we witnessed phenomenal production and distribution by large factories of a high-priced piece that was formerly made and sold chiefly by the manufacturing retailers. *Trail Toffee*, *Butter Brittle*, and *Almond Toffee Crunch* are some of the names given to this item, but its original name was probably *Doncaster Butterscotch*, apparently of British origin. It is made with as much as equal parts of butter and sugar, plus nuts and flavor. It was sold in such large quantities that it demonstrated to both large and small manufacturers that a good, rich, sweet candy, even though of high cost, could be sold in volume and that the public would pay for value received. This was another instance where an old-time candy became a "new" confection to the consuming public. A similar success might develop from the revival of other old formulas with a pedigree!

Why not make a *Pulled Molasses Taffy* by using nothing more than old-fashioned, open-kettle molasses and butter? Or make *hard candies*, using creams to replace all, or part, of the water normally used. If flavored with coffee, this will give a piece tasting like the famous "Hopjes" confection of Holland.

Public Appreciates Individuality

Upon examining "pedigreed" candies—candies which have generations of approval to their credit—we find that almost without exception they are sweet to the taste; and of the four kinds of taste, the most important one to us is sweetness. Candies can be sweet and also sour, or tart, to the taste; they may even be salty, but rarely are they bitter. Most candies, however, have but two of the four kinds of taste, which—when combined with any one or more of the hundred-odd flavors available—will give variety and distinction.

It may be of interest to remark that balance between the various kinds of taste and flavor and the consistency, texture, and eating characteristics of the candy—that all of these factors combine to give individuality. There is evidence that the public appreciates individuality in candies, regardless of whether the package sells at one cent or one dollar.

Not far from here is a candy factory that makes but one type of candy. It is retailed in bars at five cents. Hundreds of thousands of boxes of this candy have been produced each day, and the remarkable success achieved by this piece is the result of skillful blending of quality materials of distinctive flavor, plus a balance between the flavor and taste factors, with sweetness definitely predominating.

There is no substitute for quality if you are catering to the class of trade that will appreciate and can pay for quality products. If you must make candies containing smaller percentages of quality materials, then my suggestion is that you balance your formulas to retain for the most satisfactory period, all of the flavors and tastes of freshness...

June Sales 11.5% Over 1934

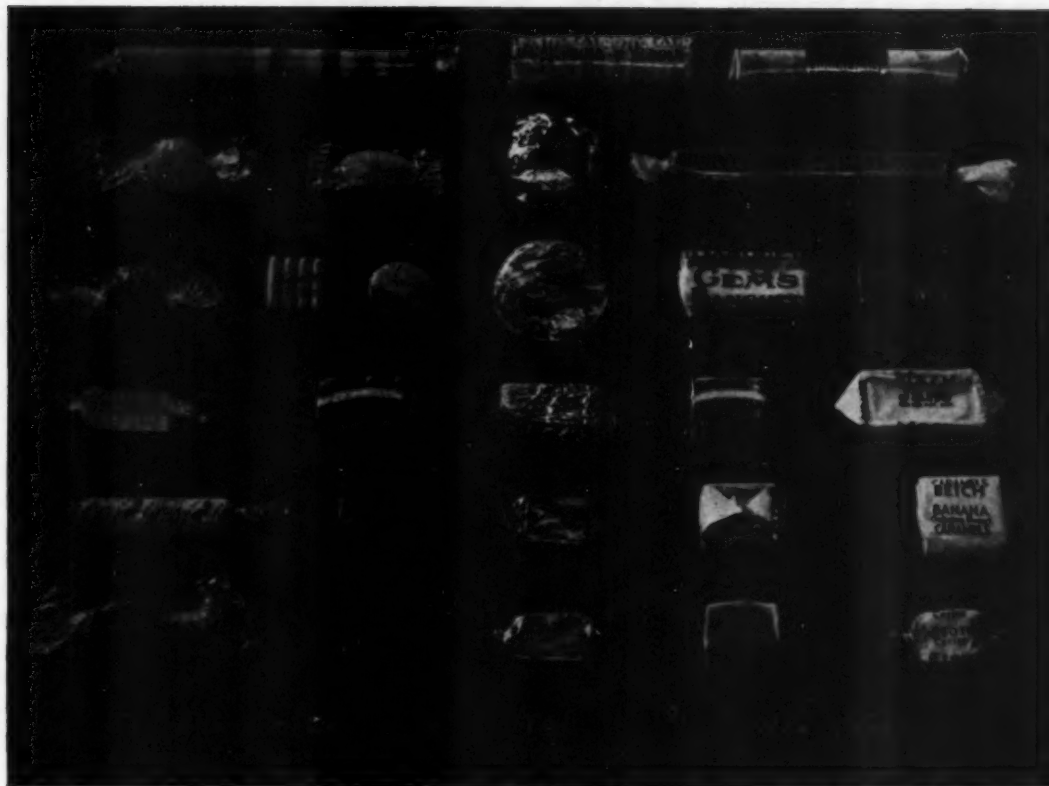
JUNE, 1935, sales of confectionery and chocolate products were 11.5% greater than sales during June of last year, according to the Department of Commerce report of Fletcher H. Rawls, Chief of the Foodstuffs Division. Dollar value was \$13,214,146 compared to \$11,459,605 in June, 1934.

A gain of 8.8% was made by the industry for the six months of 1935 over the corresponding period of 1934.

The seasonal decline from May was about the same as the average of the past four years: manufacturers, —12.8%, and manufacturer-retailers, —32.6% drop in June, 1935, from May.

Sales of competitive chocolate products made the best gain in June this year over 1934, being up 45.2%. Sales of manufacturer-retailers declined 1%, and sales of other manufacturers gained 13% over June a year ago.

The most favorable gains were made by manufacturers in Iowa (33.9%) and those in Georgia, Virginia and North Carolina (27.2%).



Representing the present trend in individually wrapped bulk candies, here are various types now on the market in different materials and styles of wrapping, including Transparent Cellulose, Metallic Foil, and Wax Paper

SMALL PIECE WRAPS

Lead the Bulk Candy Parade

★By NEVIN I. GAGE

PUBLIC fancy has definitely turned to individually wrapped pieces in the bulk confectionery line. The recent development which began about a year ago, particularly with transparent cellulose, has spread widely among the manufacturers, who are now featuring a large variety of confections in various types of wrapping materials.

Candy buyers of both syndicate and independent outlets tell us that wrapped small pieces lead the bulk candy parade. We first reported this trend in the February issue of *The Manufacturing Confectioner*.

These buyers view with favor this logical development in bulk candy merchandising, as it reduces their problem of sanitation, simplifies handling, and adds profitable sales appeal. Temperature and humidity

hazards, which have always affected sales of many bulk pieces during the unfavorable seasons, have been practically eliminated by the protection of the wrapper.

Among the confections enjoying the new distinction of a dress of their own and the corresponding sales attraction are: hard candies, kisses, butterscotch, caramels, nougats, toffies, mints, solid chocolate and assorted chocolates.

The evolution of the individual wrap began years ago in the penny goods line, with the use of wax paper, progressing to wax wrapped caramels and foil wrapped solid chocolate goods, until recently transparent cellulose was applied to hard candies and other small pieces.

The predominating wrapping materials today used on these pieces are transparent cellulose, wax paper and foil. These wrapped candies are sold individually as penny items, or packed in cellulose bags, cardboard

(Turn to page 55)

MODERNIZE FOR PROFIT

How to Obtain Government Aid, Through F. H. A. In Financing Needed Modern Equipment

HOW many fingers of how many hands would you need to count the number of modern candy factories in the country today? Probably not so very many. The confectionery industry as a whole has a vast need for more modern production methods, modern plant layout, and modern machinery.

To survive in these days of keen competition in the highly competitive confectionery industry, the operator of the obsolete, inefficient plant must do something about his production costs and do it without delay. Old style refrigerating machinery, for example, should be revamped or scrapped and replaced. Air conditioning is needed to make every day a good working day. Winter or summer, rain or shine, production should go ahead efficiently without loss of time, without piled up production peaks caused by bad weather shut downs. Kettles, mixers, beaters, wrappers—each unit of production equipment should fit smoothly into the well-rounded and efficient plant, to turn out a low-cost, high-grade confection. The result is profit—and the ability to meet competition confidently with quality and price.

How to Obtain Government Aid in Financing Modern Equipment

But modernization costs money, often a lot of money, and that is the problem many a confectionery manufacturer finds standing in the way of his having a modern plant. The Government, through the Federal Housing Administration, stands ready to help the confectionery manufacturer with the financial end of the modernization problem.

The Federal Housing Administration has recently extended up to \$50,000 its insurance of bank loans made for the purpose of modernizing industrial and commercial equipment and building. If one person or corporation has several properties to be modernized, each property may be covered by insured credit of \$50,000 for modernization. F.H.A. has cut red tape to a minimum in this plan to stimulate business. This is the simple procedure:

- (1) Decide what is needed for modernizing building and equipment.
- (2) Consult the machinery manufacturer and building contractor as to the cost of the modernization work planned.
- (3) Go to a bank or other local financial institution that displays the "house in the circle" sign, which means it has qualified for F.H.A. credit insurance.

★ By **WILLIAM P. HENDERSON**

Executive Vice-Pres., Refrigerating Machinery Assn.;
Air Conditioning Manufacturers Assn.

(4) Make application to the lending institution for a loan in the usual way.

(5) The rate of interest on F.H.A. insured credit loans is low. The maximum must not exceed the equivalent of \$5 discount per \$100 face amount of a one-year note payable in monthly instalments. The borrower may have up to 5 years to pay. F.H.A. insured credit is given almost entirely on a "character" basis. The borrower may drive his own bargain with the lending institution as to rate of interest and period of repayment, *but in no case may they exceed the limits stated above.* The bargain the borrower drives depends on how good his financial statement and borrowing "character" are and how good a bargainer he is.

(6) The lender may not seek insurance on the loan, but if he wants to protect himself up to 20 per cent of his total insured loans, he will send the borrower's financial statement to F.H.A., which will approve any reasonable credit risk for any expenditure for equipment to improve the prospective borrower's business property up to \$50,000.

(7) If the borrower cannot find or interest a lender in his proposed modernization plan, the borrower should write directly to Charles C. Anthony, Industries Section, Federal Housing Administration, Washington, D. C., who has been designated by Director B. J. Flynn to work with the members of the Confectionery Industry in solving their modernization financing problems. Mr. Anthony will put the prospective borrower in touch with a lender who is willing to help in any way possible.

This government aid to financing of equipment purchases is practical and attractive from the standpoint of both the borrower and the lender. The borrower gets the equipment he needs, through a loan made at a low rate of interest and with a reasonable period of time in which to pay. The lender has triple security—the borrower's "character," the equipment the borrower buys with the proceeds of the loan, and the government insurance of the loan.

PRODUCTION FORUM DISCUSSION

A Method of Raw Material Control In Production Process

Transcript of Part of Production Men's Forum at N.C.A. Convention

MR. MELODY: Gentlemen, let us pass on to our fourth and last subject, that of production and production control. . . . We have secured a man who has promised to give us the benefit of his experience—Mr. Kedzierski.

Plan Outlined by Mr. Kedzierski Based on Observations in Many Plants

MR. KEDZIERSKI (Department of Commerce, Washington, D. C.): I have just recently completed an analysis of production and control in methods in various industries, among which are paints, bakeries, confectioneries and food industries. All those industries which I have mentioned involve the reconversion of products from raw material to a finished product on a formula basis.

After studying all these plants for the past year or so, I have arrived at the conclusion that wherever you find in any industry the conversion factor involving material as a greater part of total cost, you must have some control of that raw material.

In the confectionery industry, as you know, raw material approximates upward of 40 per cent of total production cost. That is a large part of total cost, and should be controlled.

Some few years ago I covered the confectionery industry from New England down to New Orleans, across the midwest to the Pacific Coast, up to Seattle and back to Washington, and gentlemen, I was amazed to see what little control our confectionery manufacturers have over their material!

You are very careful when you set up your costs; in fact, when you turn over your ticket to your kettle man to produce a certain confection, you tell him specifically the amount of material he is supposed to use in the production of the item. It is unfortunate, indeed, that when you turn this ticket over to him you have no control after that procedure.

I would like to give you a suggestion as to this problem of control in the production of confectionery. Let us start from the beginning of an item. Have one individual estimate approximately what the requirements are for that given item. He estimates the amount of sugar, the amount of glucose and your flavoring and your other necessary ingredients to make up the product. From this formula he calculates the material requirements for the production period; let us say, for one day, two days, or whatever basis you are operating on.

DISCUSSION LEADERS



WILLIAM A. MELODY



S. L. KEDZIERSKI

Mr. Melody, who acted as discussion leader of the Production Forum, is superintendent, E. J. Brach & Sons, Chicago. Mr. Kedzierski is Chief, Wholesale Trade Section, Marketing Research and Service Division, Bureau of Foreign and Domestic Commerce.

A requisition, in duplicate, is made out for the raw material. One copy is sent down to the receiving room where the raw material is generally stored and one is sent to the kettle man or the man who has charge of the producing unit. The material is then sent up to the cooking department and when all this material is assembled, production is started. The kettle man knows exactly what he is supposed to produce.

The man who has charge of the planning and also the assigning or estimating for material costs and requirements will probably assign a certain amount of scrap to this material—or perhaps liquid sugar which comes from your crystallizing room. He also assigns a certain amount of sugar, glucose, and other materials required.

At the end of a production period, the man in charge of such department must account for the amount of material he has produced. He has to account for the waste. There are times when you may have what are sometimes called dog batches; that is, the kettle may sometimes spoil the material. Under present conditions, as I found in many candy plants, there is no account of this spoilage.

When you assign to the production department a

plan whereby the individual has to produce against formula requirements, he has to account for spoilage, the amount of raw material used in his products, and he also has to account for the efficient operation of his particular production center, many advantages are derived.

Such a plan helps not only in the production department but it also helps from a sales point of view. It ought to tend toward uniformity of product, and should make a better product. Furthermore, it helps your purchasing department in estimating requirements

Control of the Product in Manufacturing

MR. BUNDE (Superintendent, Veribrite Factory, National Candy Co., Chicago): In these days of hard competition and manufacturer matching manufacturer in quality, with prices met all the way around, about the only argument we have left is service. This word sometimes is used meaninglessly but at the same time it represents itself as it is, and the word can perhaps only be qualified by itself—that it either is service or not service.

It is an asset to a company. It builds trade. It retains customers who already have a loyalty to the manufacturer, and it inspires the faith of his customers in him and his product.

Service means delivering goods on time whether you have promised them for tomorrow or a month hence.

I was supposed to talk on production control, but I suppose I have touched upon a subject which is vital to all of us and it is a thing that our entire organization ought to work toward; not only men in key positions but those who are in the common laboring positions.

Back of service we have to do planning, and if we give good service it is the result of wise planning.

Take the Fall season, for instance. We are laying our plans to service our trade. We can start in during July, as a great many do and some earlier, and make a survey, through the sales department, of conditions throughout the country—the ability of people to spend money, the possible consumption of our product.

The salesmen are on the firing line and can give us a great deal of information. The ideal situation is where the sales department and the production department coordinate perfectly. We must take into consideration new items, new lines added, and the possibility of their sales. Also new customers taken on and possibly some lost. We must make an estimate of what is going to be produced during the season.

The matter of speculation can be taken out of this business to a great extent by considering these different angles which I have presented. After it has been decided what is to be produced, it should be divided into departments by the production department. The capabilities of each department should be taken into consideration. We must lay plans so that one department does not over-produce and get ahead of the department which finishes the process, because if we do we are going to have our merchandise below standard. Centers may lay too long or may lay over, when they should be handled the same day.

of raw materials, and it also certainly does have a control over those individuals who have charge of all the raw materials in process.

This appears to me, in a general way, as one of the outstanding and scientific ways of controlling your material flow in a confectionery plant.

If there is any question on this particular point that I may answer, I shall be glad to do so.

MR. MELODY: Thank you, Mr. Kedzierski. Would Mr. Claude Bunde please give us some practical factory operations on production control?

When we find that the department working on centers is producing faster than the department doing the finishing up, it will be necessary, if our equipment is limited, to plan for overtime. In other words, all departments must be synchronized in order to insure uniformity of product.

It is well, when planning for a season, or I might say for the year 'round, to run up these items for stock which we are sure will find a ready sale, and thus enable us to take care of specialties or emergencies. I don't think we have ever been through an Eastern season when we haven't had an opportunity to supply other manufacturers with goods which we had calculated we wouldn't sell but for which we received orders.

In order to keep up with our production and see that goods are turned out according to our schedules, the production reports in the departments should be checked carefully and the differences carried so that we can see the task in front of us always.

Stresses Written Instructions

Regarding the control of the product, in a factory manufacturing one or two items we find that the constant repetition of a process makes people very efficient; in a general line factory this is not true. Sometimes items are produced only once or twice a week and the workman does not become as efficient as where he is producing the same class of goods day after day. In this regard, I would lay great stress upon written records, written instructions. I would have all instructions to the department show the amount of materials to be used, the amount of water; I think it is a good idea to measure colors and flavors and have them delivered to the department.

I think it is important that these instructions be written on the typewriter and filed in a book binder so that they may be referred to often.

There should also be a record of the time the process takes in drying; holding over of centers for a certain length of time before finishing; the degree of cook where the batch is divided into two processes.

Frequent Tests Important

While the goods are being run, frequent tests should be made to show the weight as it is deposited or the weight, as in caramel batches, of the number of pieces to the pound. This is particularly important in count goods, because if the count goods run over-weight, we get no extra price for them.

(Turn to page 55)



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

THIS MONTH WE ANALYZE

Summer Candies and Packages

Code 8A 35

Assorted Butterscotch—2 oz.—5c
(Purchased at a candy stand, Boston, Mass.)

Appearance of Package: Good; 8 pieces of butterscotch wrapped like caramels in a boat. cellulose wrapper, red and white seal.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: This is one of the best 5c butterscotch packages the Clinic has examined this year; well made and of a good butterscotch taste.

Code 8B 35

Assorted Cream Wafers—2 oz.—5c
(Purchased at a candy stand, Boston, Mass.)

Appearance of Package: Good; 10 crystallized cream wafers in a tray, printed cellulose wrapper.

Colors: Good.

Texture: Good.

Flavors: Good.

Crystal: Good.

Remarks: This is a good 5c crystallized cream wafer package.

Code 8C 35

Molasses Bar—3 pieces—
2¼ oz.—5c

(Purchased in a bus terminal, Boston, Mass.)

Appearance of Package: Good; 3 separate wax paper wrapped bars on a board; printed wax wrapper.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: This is a good eating molasses bar and a large looking 5c package.

Code 8D 35

Assorted Jelly Drops—2½ oz.—5c
(Purchased in a bus terminal, Boston, Mass.)

Appearance of Package: Good; 6 pieces; printed cellulose wrapper.

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: Not crystallized—sugared.

This is a good package of gum drops, well flavored and well made.

Code 8E 35

Cream Mints—1 lb.—29c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good. Large crystallized cream wafers packed on end.

Box: Full telescope, buff color, printing in green. Bottom of box wrapped in Cellophane for display purposes.

Colors: Good.

Texture: Good.

Flavors: Good.

Crystal: Good.

Remarks: This is a good box of crystallized cream wafers, well packed and neatly finished up.

Code 8F 35

Assorted Jelly Animals—1 lb.—29c

(Purchased in a retail store, Boston, Mass.)

Box: One-layer, printed in yellow, blue, white, green and red.

Appearance of Box on Opening: Good. Animals packed in large paper cups.

Colors: Good.

Texture: Good.

Flavors: Good except lemon; sugared, not crystallized.

Remarks: This is a good kiddie novelty

box of candy. Jellies are good eating if the texture and flavor are good. The lemon piece had very little flavor. Suggest considerable more lemon flavor be used. Also suggest a larger assortment of animals.

Code 8G 35

Assorted Mints—6½ oz.—25c

(Purchased in a railroad depot, Boston, Mass.)

Appearance of Package: Good.

Box: Open-face type, light green, cellulose wrapper, gold seal.

Contents: Crystallized creams shaped like flowers.

Colors: Good.

Texture of Cream: Good.

Flavors: Good.

Molding: Good.

Crystal: Good.

Remarks: This is a neat and attractive summer package. At the price of 25c neatly put up.

Code 8H 35

Cream Wafers and Gums—
8 oz.—35c

(Purchased in a retail store in San Francisco, Calif.)

Appearance of Package: Good.

Box: Long, narrow, full telescope, green linen paper, name embossed in gold, tied with green grass ribbon. Neat looking.

Appearance of Box on Opening: Fair.

Contents: Assorted cream and sugared jelly wafers.

Cream Wafers—

Colors: Good.

Texture: Good.

Flavors: Good.

Jelly Wafers—

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: The quality of this candy is of the best. Suggest the packing be checked up as the box did not look good when opened. Suggest that the jellies be crystallized with a fine crystal. The sugar used is too coarse; it spoiled the eating qualities of the jellies. Suggest a square box be used instead of the long shaped box. The packing would be better and the package would be more attractive. Package needs a cellulose wrapper.

Code 8I 35

Summer Candies—1 lb.—75c

(Purchased in a chain candy store, San Francisco, Calif.)

Appearance of Package: Good.

Box: One-layer, white, printed in black, tied with a green grass ribbon.

Appearance of Package on Opening: Bad (see remarks).

Contents: Chocolates, caramels, jellies, Jordan almonds and coconut kisses.

Chocolate Cream Wafers: Fair (see remarks).

Assorted Jellies: Sides and bottoms covered with chocolate coating.

Colors: Too deep.

Flavors: Fair.

Texture: Fair.

Marshmallow Jellies—

Colors: Too deep.

Texture: Fair.

Flavors: Fair.

Crystallized Marshmallow Jellies—

Colors: Good.

Texture: Good.

Flavor: Fair.

Assorted Caramels—

Colors: Good.

Texture: Good.

Flavors: Good.

Pecan Fudge Roll: Good.

Crystallized Cream Leaves—

Colors: Good.

Texture: Good.

Flavor: Fair.

Half-Dipped Coconut Kisses: Good.

Nut Butter Crunch: Good.

Marshmallow and Milk Chocolate: Good.

Half-Dipped Caramel and Filbert: Good.

Assortment: Good.

Remarks: The quality of some of the pieces was only fair. The flavors are not up to standard. The finest made candy is not good eating unless the flavors are good. Flavors are most important in all kinds of candy. The chocolate cream wafers are not good eating, center is not good and coating is not up to standard. The package needs considerable revamping. Suggest dividers be used to keep the pieces in place. Suggest caramels be wrapped in wax paper or cellulose during the summer months. Box needs a cellulose wrapper.

Code 8J 35

Assorted Gums and Jellies— 10 oz.—30c

(Purchased in a confectionery store, San Francisco, Calif.)

Appearance of Package: Good.

***DUE** to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.*

Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.
—Editor.

Box: One-layer, white, printed in gold and blue.

Appearance of Box on Opening: Good.

French Gums—

Colors: Good.

Texture: Good.

Flavors: Good.

Finish: Good.

Jelly Beans—

Colors: Good.

Texture: Good.

Flavors: Good.

Panning: Good.

Center: Good.

Marshmallow Jellies—

Colors: Good.

Texture: Good.

Flavors: Good.

Crystal: Good.

Jelly Center Gum Drops—

Colors: Good.

Texture: Good.

Flavor: Good.

Crystal: Good.

Centers: Good.

Assorted Strings—

Colors: Good.

Texture: Good.

Flavors: Good.

Crystal: Fair.

Spiced Drops—

Colors: Good.

Texture: Good.

Flavors: Good.

Crystal: Fair.

Gum Drops—

Colors: Good.

Flavor: Good.

Crystal: Good.

Assortment: Good.

Remarks: This is one of the best assortment of gums the Clinic has examined for some time. These gums are cheaply priced at 39c for 12 ozs. The crystal on the strings and drops needs checking up, as it had flaked.

Code 8K 35

Iced Nougat Bar—2½ oz.—5c

(Sent in for Analysis—No. 4191-35)

Appearance of Bar: Good.

Size: Good.

Wrapper: Glassine, transparent cellulose window, printed in gold and blue.

Coating: Good for this kind of coating.

Center—

Texture: Good.

Nougat: Good.

Caramel: Partly grained.

Flavor: Good.

Remarks: This is a good eating summer bar. Suggest caramel be checked up as it was grained. If a good chewy caramel is made it will "stand up" longer and will get short.

Code 8L 35

Licorice Drops—2 oz.—5c

(Purchased in a grocery store, San Francisco, Calif.)

Appearance of Package: Good. Cellophane bag, printed clip top.

Texture: Good.

Flavor: Good.

Finish: Good.

Remarks: This is a good eating licorice drop.

Code 8M 35

Assorted Strings—6 oz.—10c

(Purchased in a grocery store, San Francisco, Calif.)

Appearance of Package: Good. Cellophane bag, printed paper clip on top.

Colors: Good.

Texture: Good.

Flavor: Fair.

Remarks: Strings are sugared. The flavors are not up to standard. This type of candy is very poor eating unless sufficient flavors are used to give the candy a good taste.

Code 8N 35

Molasses Taffies—2½ oz.—5c

(Sent in for Analysis—No. 4195-35)

Appearance of Package: Good. Printed cellulose wrapper; 5 pieces of molasses taffy wrapped in wax paper.

Size: Good.

Color: Good.

Texture: Good.

Flavor: Fair.

Remarks: Suggest more molasses be used or a stronger molasses as the flavor is too mild. Molasses pieces are popular but they have to have a good molasses taste.

Code 8O 35

Sandwich Bars—2 pieces— 2½ oz.—5c

(Sent in for Analysis—No. 4193-35)

Appearance of Bar: Good. Two bars on board, printed transparent wrapper, silver and blue colors.

Size: Good.



You get Candies with

- 1**
Greater clarity, more sparkle
 - 2**
Truer taste
 - 3**
Greater naturalness
 - 4**
More refreshing flavor
 - 5**
Added tenderness
 - 6**
Any desired tartness
 - 7**
Lasting freshness
- when you use



CITRUS PECTIN
for **CONFECTIONERS**

One Taste Tells

*It takes Exchange Citrus Pectin
to make candies like these*

(Send coupon for free samples and formulas)

You may duplicate their shape, but you can never duplicate the quality of these pieces unless you use Exchange Citrus Pectin.

Exchange Citrus Pectin pieces have seven points of superiority. They are suited for de luxe assortments, yet cost little enough to be packed in generous five-cent packages and in bulk.

We invite you to prove this to the satisfaction of your own eye and your own taste. Send for free samples and formulas.

Note also that this new jellifying ingredient gives you quickened production and removes the need for a drying room. Mail coupon today.

CALIFORNIA FRUIT GROWERS EXCHANGE
Produce Dept., Sec. 208, Ontario, Calif.

Send immediately samples and formulas of Exchange Citrus Pectin pieces.

Name
Company
Street
City..... State.....

Texture: Good.

Taste: Had a bad, rancid coconut taste.

Remarks: This bar is well made and eats good, but the coconut was rancid. If toasted coconut was used it would keep longer. There is less chance of toasted coconut turning rancid. If white coconut is going to be used it will have to be treated with a heavy sugar syrup or it will turn rancid very quickly.

Code 8P 35

Malted Milk Nougat Nut Bars—

2 pieces—About 2½ oz.—5c

(Sent in for Analysis—No. 4192-35)

Appearance of Bar: Good; two bars, one chocolate center, one vanilla center.

Size: Good.

Wrapper: Glassine with Cellophane window, foil underlay, printed in blue and yellow.

Coating: Good for an icing coating.

Chocolate Bar Center—

Texture: Good.

Taste: Good.

Vanilla Bar Center—

Texture: Good.

Taste: Good.

Remarks: This is a good eating summer bar and good eating for the type of bar.

Code 8Q 35

Assorted Taffies—1½ oz.—5c

(Sent in for Analysis—No. 4194-35)

Appearance of Package: Good. Wrapper, printed cellulose. Package contained 5 pieces of chewy taffies wrapped in wax paper.

Size: Good.

Molasses Taffy—

Color: Good.

Texture: Good.

Flavor: Fair, not strong enough.

Cinnamon Taffy—

Color: Good.

Texture: Stuck to the teeth.

Flavor: Good.

Peppermint Taffy—

Color: Good.

Texture: Stuck to the teeth.

Flavor: Fair.

Lime Taffy—

Color: Good.

Texture: Stuck to the teeth.

Flavor: Hardly any could be tasted.

Remarks: This is a good looking package of taffies, but taffies are too tough. Hard to eat as they stuck to the teeth. If enough fat, as butter, is used it improves the eating of these taffies. A good coconut oil or butter could be used. The flavors are too mild. It is necessary to use plenty of flavor in this type of candy.

Code 8R 35

Mint Assortments—1 lb.—29c

(Sent in for Analysis—No. 4196-35)

Appearance of Package: Good for this priced candy.

Box: One-layer, printed in green, blue and white.

Appearance of Box on Opening: Good.

(Turn to page 42)

ERIC LEHMAN CHATS ON

Summer Candies

WE find a large variety of gum drops, jellies, cream wafers and some pan goods that are being sold for summer candies throughout the country. These types of candies, if made right, stand the hot weather and remain in good condition.

There has been a decided improvement in the quality of the jellies and gum drops manufactured. Pectin is doing a good "job," and the candy makers are turning out tender, good eating jellies and gum drops. A short time ago gum drops in most cases were hard and tough; jellies were the same. With a few exceptions we find that the flavors are good. Flavors are very important in jelly and gum goods. It is best to use good oils in the gums and jellies, as they will not turn rancid or "fade" out of the piece when it is a trifle old.

The boxes of summer assortments now on the market are cheaply priced. A few years ago a good box of Mint Variety or Assorted Mints retailed at eighty cents to one dollar per pound. We now find similar boxes priced from twenty-nine cents to forty-nine cents the pound box.

Milk chocolate coated goods are coming to the front during the sum-

mer months. We find considerable milk coated goods displayed both in boxes and on trays.

More attention is being paid to protective wrappers on chocolate goods featured in the summer. On bars we find such types of wrappers as the following: (1) Printed chocolate tinted cellophane, (2) combination glassine and cellophane windowed wrappers with foil underlay, and (3) printed all-foil wrappers with wax lining. In bulk goods of all types—especially caramels, toffees, and hard candies—many pieces are being individually wrapped, for protection, sanitation, and convenience. Individual wraps in package goods are also increasing. A line of packaged chocolates were featured with all pieces packed with foil.

Summer bars are mostly those that are "ice" coated or not coated at all. Some light milk chocolate bars were sad looking pieces of candy after the last hot spell, but the "ice" coated and the uncoated bars stood up well.

If a bar is to be put out during the summer months, it is best to test it out under the most severe conditions, as a number of bars were not fit to eat after a few days of the hot weather. Considerable summer business can be had with a good box of candies that will stand the hot weather.

CANDY CLINIC SCHEDULE FOR 1935

THE monthly schedule of the CANDY CLINIC for 1935 (exclusive feature of The MANUFACTURING CONFECTIONER) is as follows:

JUNE—Marshmallows; Fudge; Caramels

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

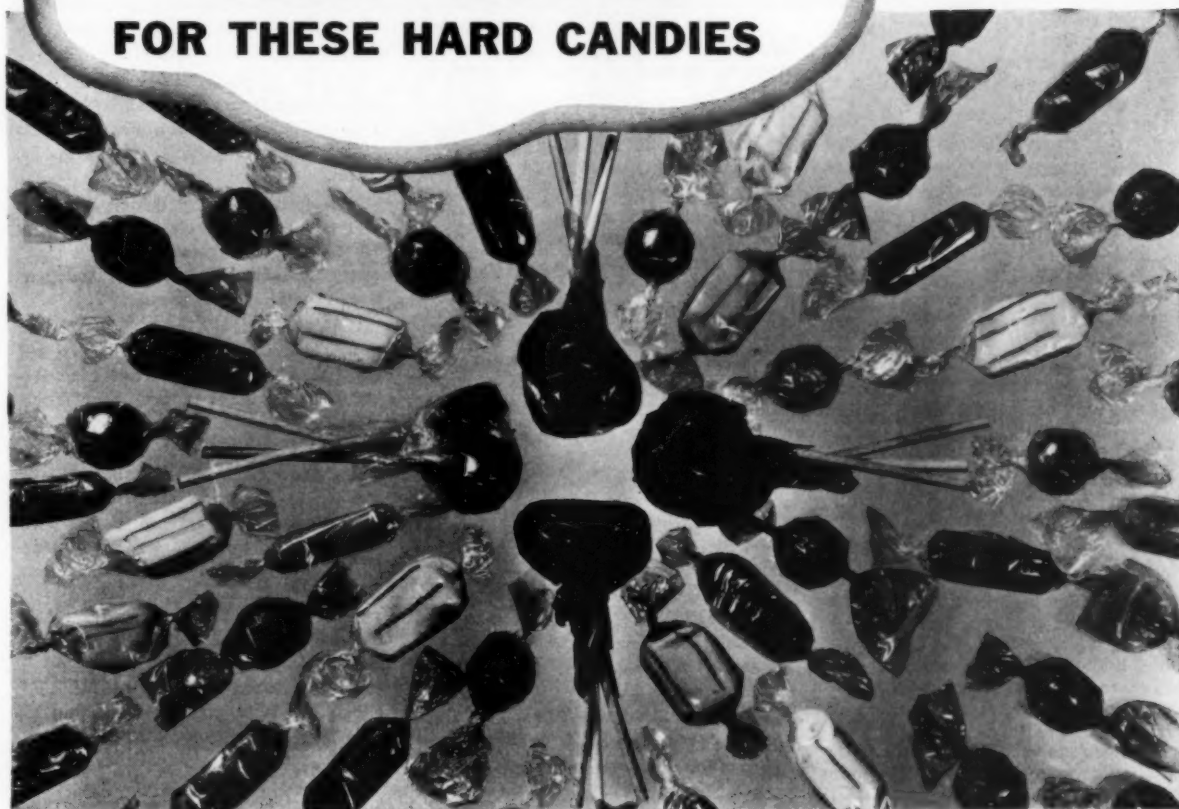
SEPTEMBER—All Bar Goods; 5c Numbers; 1c Pieces

OCTOBER—Salted Nuts and Chewy Candies

NOVEMBER—Cordial Cherries; Panned Goods

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

**HOT WEATHER
MARKET WIDE OPEN
FOR THESE HARD CANDIES**



*"Cellophane" brings
jump in summer candy
sales for Scharf Brothers*

MR. LOU SCHARF, sales manager of Scharf Brothers Co. Inc., of New York, pays the following compliments to Cellophane:

"Here are just a few of the splendid sales advantages of our hard candies (machine wrapped) in Cellophane transparent wrapping:

"1. No hot weather troubles with sticky candies; they now can be

carried loose in the pocket.

"2. Better 'finish' and eye appeal—therefore, more open display by the retailers.

"3. Enthusiastic acceptance of 'individual protection' idea by retailers and consumers and greatly increased summer sales.

"4. Improved protection gives us a better product—hence better prices and profit."

WRITE NOW FOR INFORMATION

Our Field Representatives can furnish full details, advise you about machines, help you work out merchandising plans. Just write to Du Pont Cellophane Company, Inc., Empire State Building, New York, N.Y.

Cellophane
TRADE MARK

"Cellophane" is the registered trade-mark of the Du Pont Cellophane Co., Inc.



(Continued from page 40)

Panned Licorice—

Panning: Good.

Licorice Center: Good.

Crystallized Peppermint Cream

Wafers—

Texture: Very hard and dried out.

Flavor: Good (see remarks).

Green Peppermint Spiced Gum Drops—

Texture: Good.

Flavor: Good.

Marshmallow and Green Jelly—

Color: Good.

Texture: Good.

Flavor: Hardly any could be tasted.

Panned Peppermint Sugar Mints—

Panning: Good.

Color: Good.

Texture: Good.

Flavor: Not strong enough.

Chocolate Coated Cream Wafers—

Coating—

Color: Light; fair.

Center—

Texture: Good.

Flavor: Not strong enough.

Jelly Wafers—

Color: Good.

Texture: Good.

Flavor: Fair.

Remarks: Of course, too much cannot be expected for a one-pound box of this kind that retails for 29c the pound. Suggest the flavors be checked up; either a stronger flavor be used or more of the present flavor. The chocolate cream wafer is a very "poor" eating piece of candy. Coating is of the cheapest kind, flavor could hardly be tasted. Suggest it be left out of the box. Crystal cream wafers were hard because the crystal had broken or was not made right. A cream wafer of this kind has to be a firm cream and the crystal has to be made right or the cream wafers will not "stand up." With a little more in manufacturing and good flavors this would be a good summer box.

TRADE MARKS

for

Registration

THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks a formal notice of opposition.

CAMEO, ice cream. Use claimed since Feb. 2, 1934, by Silver Rod Stores Supply Co., Inc., Brooklyn, N. Y.

PRUN-O-LAX, bread. Use claimed since Feb. 6, 1935, by The W. E. Long Co., doing business as the Holsum Bakery, Chicago, Ill.

WHEATEX, cracked wheat cereal. Use claimed since Jan. 7, 1935, by Armeno Cereal Co., doing business as Wheat Cereals Co., Westboro, Mass.

RUNKEL'S and circular design, chocolate. Use claimed since Jan. 21, 1935, by Runkel Bros., Inc., New York, N. Y.

ELSIE CARTY'S QUICK ANGEL FOOD and design, cake mix. Use claimed since Nov. 1, 1934, by Elsie Carty, Pine Bluff, Ark.

RITZ and red circular design, biscuits. Use claimed since Nov. 1, 1934, by National Biscuit Co., New York, N. Y.

YUKON'S VERI-FINE, wheat flour. Use claimed since January, 1909, by Yukon Mill & Grain Co., Yukon, Okla.

WELCH'S, candies. Use claimed since Sept. 3, 1927, by Welch's Candy, Ltd., Los Angeles, Calif.

CLOSE HARMONY, candy. Use claimed since September, 1929, by The George Close Co., Cambridge, Mass.

RUSK, candy. Use claimed since Jan. 11, 1935, by E. F. Kemp, Inc., Somerville, Mass.

QUINTUPLETS, candy. Use claimed since Aug. 14, 1934, by Tast-yeast, Inc., doing business as Green Bros., Trenton, N. J.

HEALTHMODE, bread, cake, fudge, candy kisses, fruit bars, nut bars, honey bars and chocolate mints. Use claimed since Feb. 15, 1934, by Nature Food Centers, Inc., Boston, Mass.

CICCO, ice cream, ices, sherbets, etc. Use claimed since Aug. 15, 1934, by Davis S. Cox, doing business as Columbus Ice Cream & Creamery Co., Columbus, Miss.

CUMMINGS STUDIO CANDIES, candies. Use claimed since September, 1920, by V. Clyde Cummings, Salt Lake City, Utah.

NESTLE'S, and wrapper design, prepared edible chocolate. Use claimed since June, 1922, by Lamond Corliss & Co., New York, N. Y.

SANTA CLARA, candy. Use claimed since 1893 by E. Greenfield's Sons, Inc., New York, N. Y.

FIOR D'ITALIA, torrone (candy Italian style). Use claimed since September, 1934, by R. Romano & Sons, Inc., New York, N. Y.

40 FIDE, bread, muffins, crackers, biscuits, pancakes, etc. Use claimed since Feb. 19, 1935, by Fisher Flouring Mills, Harbor Island, Seattle, Wash.

CHOVIS, viscosity reducer and

emulsifying agent for use in foods, particularly chocolate, candy and similar preparations. Use claimed since Jan. 1, 1934, by The Emulsol Corp., Chicago, Ill.

OLD FASHIONED, candy. Use claimed since 1878, by Hawley & Hoops, New York, N. Y.

BUCK ROGERS 25TH CENTURY, candy, and food in powdered form for making malt milk beverages. Use claimed since Aug. 13, 1934, by John F. Dille, Chicago, Ill.

STERLING BLUE RIBBON, potato chips. Use claimed since May 15, 1933 by R. Lindemann, doing business as Sterling Products, Minneapolis, Minn.

SHUR-GOOD and design, crackers and cookies. Use claimed since July 15, 1931, by Cincinnati Cake & Specialty Co., doing business as Independent Biscuit Co., Cincinnati, O.

CAVALADE CHOCOLATES and design, chocolate candies. Use claimed since Oct. 20, 1934, by The Great Atlantic & Pacific Tea Co., New York, N. Y.

HOMADE, and design, bread. Use claimed since Oct. 6, 1934, by Atlantic Baking Co., Detroit, Mich.

CHEERIO, ice cream and frozen confections. Use claimed since Dec. 1, 1929, by Frozen Confections, Inc., New York, N. Y.

AHEAD O'TIME, candy. Use claimed since Nov. 7, 1934, by Diamant, Inc., Chicago, Ill.

HERSHEY'S "NOT-SO-SWEET", chocolate. Use claimed since Jan. 4, 1934, by Hershey Chocolate Corp., Hershey, Pa.

McVITA, English wheaten biscuits and chocolate. Use claimed since February, 1933, by McVitie & Price, Ltd., Edinburgh, Scotland, London and Manchester, Eng.

IT'S FORTIFIED, bread, rolls, cake, pies, pastry. Use claimed since May, 1934, by Cole Baking Co., Bluefield, W. Va., assignor to Quality Bakers of America, Inc., New York.

ISALY'S JIFFY PACKAGE, ice cream. Use claimed since Jan. 1, 1928, by The Isaly Dairy Co., Youngstown Ohio.

HOT-CHOC-LET and cup and saucer, chocolate preparation in powder form for food purposes such as food beverages. Use claimed since Oct. 23, 1933, by The Jel Sert Co., Chicago, Ill.

ENERTONE and design, dry granulated malt and cocoa food beverage preparation. Use claimed since Jan. 1, 1934, by Heyman Process Corp., New York, N. Y.

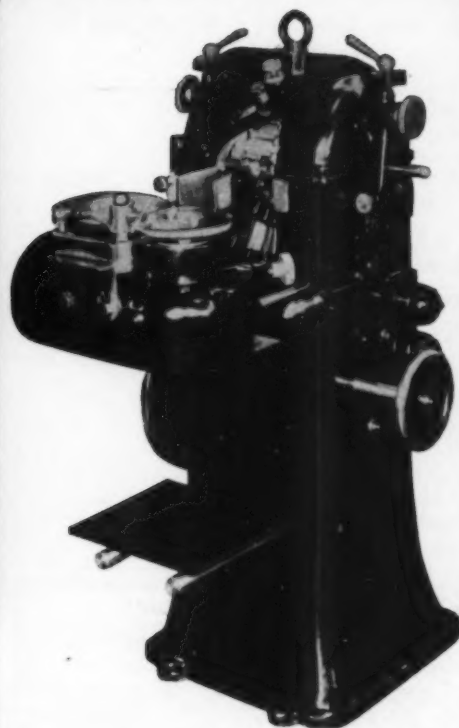
DARI-MAID, chocolate flavored syrup used in flavoring milk. Use claimed since Aug. 31, 1934, Bowey's, Inc., Chicago, Ill.

*Everything the More Expensive
Machines Will Do* **AND
AT GREATLY REDUCED COST**

The Hansella **ROSTOPLAST**

**. . . Presents a New Development
in Handling Plastic Candies**

One of the outstanding features of this machine is the speed with which the dies can be changed. The operator simply opens the hinged top of machine, takes out one set of dies, puts in another, and it's done — in fact, dies can even be changed while the batch is in the batch roller machine.



**The Hansella Rostoplast
Plastic Machine**

In the Hansella Rostoplast machine the plastic ribbon is fed to the continuously moving dies where it is squeezed, or "strangled" into shape very slowly. With this principle no time is lost, and all the advantages of slow forming are fully enjoyed. The process is continuous—even more so than with any other method — because so little time is required to change from one set

of dies to another. Each piece has a clear-cut impression of the die and is consistently perfect in appearance. The output is large and there is practically no waste. The machine makes waffles, buttercups, berries, eggs, balls, cubes, fruit drops and tablets, as well as clear and pulled plastic pieces. It is an ideal plastic machine. May we send complete information and prices?

BAKER PERKINS COMPANY, Inc.

General Offices and Factory
SAGINAW, MICHIGAN

Eastern Sales: 250 Park Avenue, New York

Baker Perkins

SOLE AMERICAN AGENTS AND BUILDERS OF HANSELLA MACHINERY

What's New in The ASSOCIATED INDUSTRIES

Dempsey Joins Handler & Merckens, Inc.

THE Western Distributor for Merckens Chocolate Co.'s products has just added to its staff R. E. Dempsey.

Mr. Dempsey was formerly with Lamont Corliss & Co. of New York, and before that with the former Handy Chocolate Co. of Springfield, Mass. He will cover the Middle West, Northwest and Southwest territories for Handler & Merckens.

The Nulomoline Company Appointed Exclusive Distributors of Meloban

FOOD CONCENTRATES, INC., a subsidiary of United Fruit Co., just announced that they have made arrangements with the Nulomoline Co., 111 Wall St., New York, to take over the exclusive handling and distribution of their product, Meloban. This product now will be marketed under the trade-name, Nulco Meloban.

Nulco Meloban is the result of a special process whereby fresh bananas are preserved in powdered form for flavoring.

Wood & Selick Appoints Sinclair

EDWARD N. SINCLAIR has been appointed Chicago representative for Wood & Selick Co. Mr. Sinclair is well known in this territory, having traveled it for 20 years. During the past two years he represented the Guittard Chocolate Co. Previously Mr. Sinclair was President of the former Murray-Sinclair Co., Boston, candy manufacturers.

Sparrow & Meins Move

SPARROW & MEINS have just completed their removal from 33 Medford St., Boston, Mass., to 43 Beverly St.

O. W. JOHNSON, formerly representing Essex Gelatine Co., is now with the Callerman Brokerage Co., Chicago.

Ernst A. Spuehler to Re-design Marshall Field's Packages

ERNST A. SPUEHLER, designer, of Herbert J. Bielefeld Studios, Chicago, and Packaging Consultant of THE MANUFACTURING CONFECTIONER, has been commissioned to re-design the entire line of packages for the Marshall Field & Co. Wholesale Division. Mr. Spuehler, an accomplished designer in Europe and America, is organizing a special staff for the Bielefeld Studios to handle the detail work, which may take as long as two years to complete. Mr. Spuehler has designed many candy packages for both American and European candy manufacturers.

Premium Show New York, September 23-27 "M. C." Publisher to Speak

THE Atlantic Coast Premium Buyers' Exposition, sponsored by the Premium Advertising Association of America, will be held at the Hotel Pennsylvania, in New York, September 23-27.

Mrs. E. R. Allured, Publisher of THE MANUFACTURING CONFECTIONER, will be one of the speakers at the semi-annual convention of the association held in conjunction with the exposition. Mrs. Allured will present the results of an extensive survey she has recently made of the uses of premiums by manufacturers in the confectionery industry.

In attendance will be premium users of many industries, advertising agency executives, sales and advertising managers, and premium manufacturers. Various premium plans and ideas for increasing sales will be discussed by noted authorities.

Premium merchandise will be exhibited in 95 booths. A. B. Coffman, who has directed many N.C.A. shows in the past, is exposition manager. "Premium Peculiarities Playfully Portrayed," including "Historic Episodes in Premium Advertising," will be featured, besides the speakers, at the Wednesday night dinner.

Dr. Stroud Jordan on New York's Standardization of Supplies

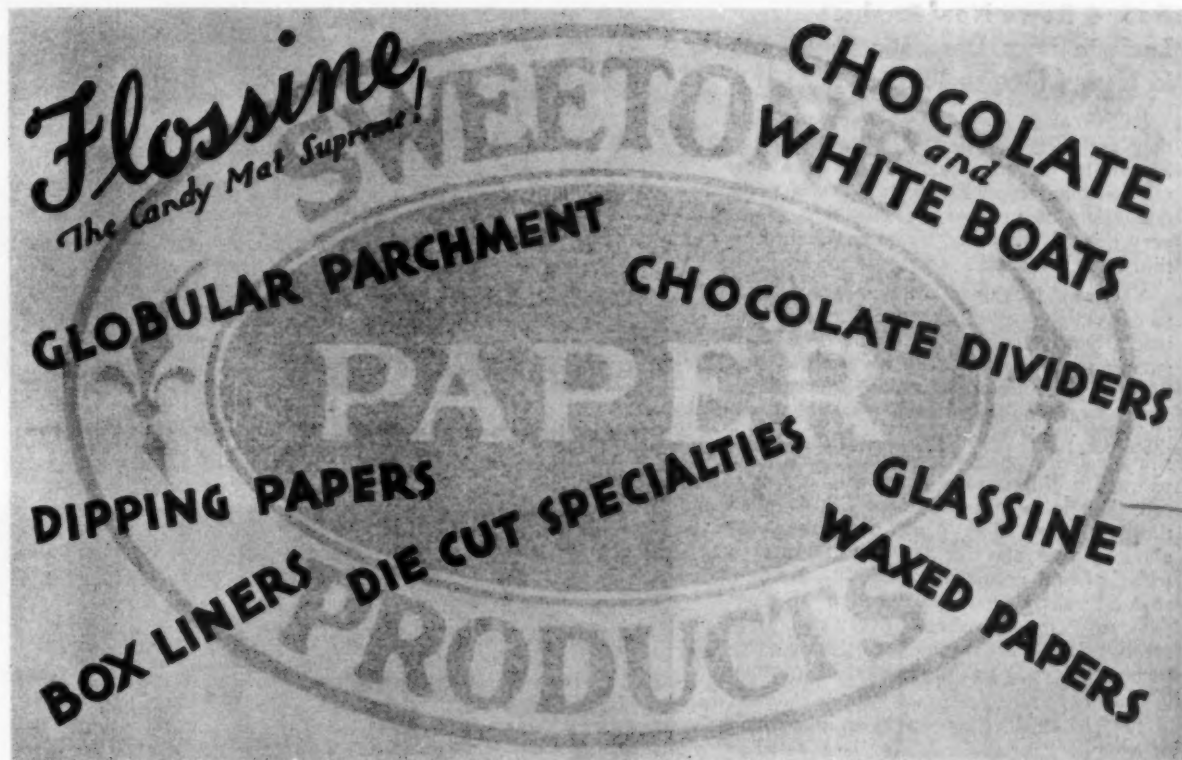
DR. STROUD JORDAN, head of the Stroud Jordan Laboratories, 75 Varick St., New York, has been retained by the city of New York to cooperate with the city's Purchase Laboratories and Bureau of Specifications. This bureau is entrusted with the standardization of all supplies purchased by the city.

Dr. Jordan was a member of the Food and Drug Legislative Committee of the National Confectioners' Association and also a member of the Food Standards Committee set up by the Code Authority. Dr. Jordan's work and avowed interest in controlled standardization undoubtedly has won recognition of his qualifications for counselling in the city's standardization of purchases.

Boston Distribution Conference Sept. 23-24

THE 7th Annual Boston Conference on Distribution will be held in Boston at the Hotel Statler on September 23 and 24. Leading business executives from all sections of the United States and Canada will attend. The two major themes will be "Distribution and the Consumer" and "Government Policies and Distribution."

Among the many noted speakers will be Colby M. Chester, Jr., President of the General Foods Corp.



GEORGE H. SWEETNAM, INC.

282-286 PORTLAND STREET
CAMBRIDGE, MASS.

New Cane Sugar Refinery Being Erected in Brooklyn

A NEW sugar cane refinery is now being erected in Brooklyn by Sucrest Corporation, a subsidiary of the American Molasses Co. of New York, and the Nulomoline Co.

The new refinery will be modern in every respect, with the very latest type of machinery. It will begin operation late this fall. Situated in Erie Basin, it will be four stories high, extending along both sides of Richards St. It will have a daily melting capacity of 10,000 bags (100 lbs. per bag), with an annual production of approximately 3,000,000 bags. The location of the plant with storage warehouses covering in excess of 300,000 square feet of floor space, between two deep water slips, will eliminate almost entirely the problem of rehandling and lighterage.

The refinery was designed to effect low cost production. It is said to be the first new refinery to be built in the U. S. since 1924.

Cane raw sugar will be used exclusively for melting at the new refinery, and the company plans to produce several sugars not heretofore made in this country. In addition to this, the refinery will be in a position to produce special sugars to meet manufacturers' particular needs. Purchases of raw sugar will be made in the open market in competition with other United States refiners. The company does not propose to extract refined sugar from molasses.

The Sucrest Corporation officers include the following: Charles W. Taussig, William Lohr, Lawrence G. Washburn and Clarence E. Heath.

Control Your Production WITH

THE "LUSTR-KOOLD" **Chocolate Cooling Conveyor . . .**

It is being selected by leading confectioners and biscuit manufacturers, because it gives high production and fine appearance.

ECONOMY AIR CONDITIONERS

Dry coil, spray and baffle types, are in use in many fine plants, because they give proper conditioning and long life.

Engineers familiar with candy plant problems will be glad to survey your needs, give recommendations and estimates of cost.

ECONOMY EQUIPMENT CO.

538 PERSHING ROAD

CHICAGO, ILL.

ST. PAUL
RELiance ENGINEERS, Inc.
Pioneer Building

NEW YORK
JOHN SHEFFMAN
152 W. 42nd St.

Ross & Rowe Now Produce Lecithin from Domestic Soybeans in New Chicago Plant

ROSS & ROWE, INC., announce that they are now manufacturing their lecithin, known to the trade as Yelkin, in a new modern plant erected in Chicago and using domestic grown soybeans exclusively. Until very recently they had to import their lecithin from Denmark.

This new lecithin plant is reported to be an extremely interesting place to visit. Imagine, if you can, standing on the first floor gazing up five or six stories without any flooring other than grating at different levels. At each of these levels men are working. The whole interior of the building is a riot of color, various pipes and units being painted in different bright colorings to indicate their use or the products being handled through them. The plant was completed about a year ago for the manufacture of technical and unpurified grades of lecithin, soya oil and by-products. Through this plant pass 120 tons of soybeans every day. Just recently the purification plant was completed to permit the production of purified lecithins.

The plant, which represents an investment of over half a million dollars, is situated in the heart of the mid-west soybean district. The beans are brought to the plant, dried, and put through a grinding process. At this point we learn the reason for the tower-like building construction which is a very important part of the process. It is in these towers that the beans are brought in contact with a solvent which removes the oil and lecithin while the meal is conveyed into another section and dried and sold for diabetic flours and for use in making plastics and other materials. The next operation is to remove the solvent from the oil and lecithin, which is accomplished in the extraction still. From there the oil and lecithin go through separators. The oil in crude form is sold for many technical uses, and the refined form for use in making shortening, margarine and other food products.

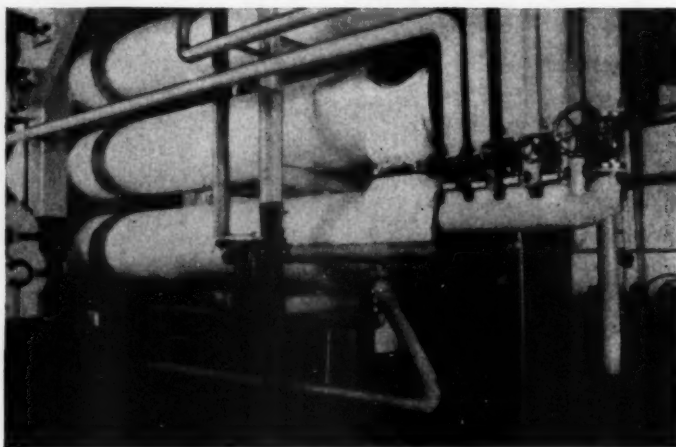
The crude lecithin then is put through a special purification process similar to a refining operation. This removes the impurities and clarifies the product, removing objectionable rancid odors and dark coloring. The purified lecithins are then dissolved in suitable carriers such as cocoa butter. This is necessary to maintain the fat soluble properties of the lecithin.

The production of lecithin calls for a very careful and trained personnel, as every operation is controlled through a laboratory test and a definite record kept of each batch. The men working in the building are all trained technical men, graduate chemists, each specializing in his particular phase of the work in extracting the magic lecithin from the lowly soybean.

The manufacture and purification of Yelkin in the U. S. A. has much more than a patriotic significance to American users. In a highly technical product of this nature, the closest cooperation between the manufacturing personnel and the practical service men in the field is absolutely essential. Heretofore an inti-



Partial view of the new, modern plant in Chicago producing Yelkin from domestic grown soybeans.



A section of the drying room showing the high sanitary standards in the interior of the plant: spotlessly clean, grease-proof tile floors and walls.

mate contact has not been possible. Now these two groups are working closely together.

"We are now able to control the standardization of Yelkin from the raw material through to the finished product and assure our customers of the finest quality Yelkin we have ever handled," declared J. Edward Rowe of Ross & Rowe, Inc.

Robbins Named General Foods Manager of Eastern Plants

WILLIAM M. ROBBINS, Vice-President of Walter Baker & Co., has been appointed manager of General Foods Corporation's Eastern plants, succeeding Udell C. Young, now manager of General Foods' manufacturing and transportation.

Mr. Robbins joined the Postum sales department in 1924. Two years later he became Pittsburgh district sales manager, and in 1928 assistant to the Vice-President in charge of manufacturing. He was made Vice-President and General Manager of Walter Baker & Co. in 1934. Among the plants under his supervision will be the Franklin Baker Co., Hoboken, N. J., and Walter Baker & Co., Dorchester, Mass.

SELECTIONS FOR YOUR NEEDS

Savage Guaranteed Rebuilt Equipment

Attractive Prices - - - Prompt Delivery

Chocolate Melters, 150 lb. to 2,000 lb. capacity.
Chocolate Refiner, 5-Roll National, Water-Cooled Rolls.
Bausman Disc Refiner, complete.
National Six-Division Cracker and Fanner.
National Four-Pot Conge.
Lehmann Twin Cocoa Mill.
Lehmann 6' Chaser with Granite Rollers.
National 6' Melangeur with Granite Rollers.

Syrup Coolers, 600 lb. National, 400 lb. Werner.
Cream Beaters, Ball, 4', 5' and 7', Dayton 3' and 5'.
Cylinder Beaters, Dillon, Jacalucci, and Werner.
Cream Breakers, 50 Gal. Springfield, 25 and 35 Gal. Werner.
National Steel Mogul complete.

Simplex Starch Bucks, Wood and Steel.
No. 2 Springfield Depositors. Also Racine.
Pump Bars for Steel Mogul Depositors.
Starch Printers, Springfield and Racine.
Colseth Lift Trucks.

14 3/4 x 33 1/4" Outside Starch Boards.
Friend Hand Roll Machines, Dreadnaught and Model "F".

Forgrove Foil Wrapping Machine.
Model "K" Kiss Cutter and Wrapper.
Ideal Caramel Wrapper, 1" Special, 3/4" Junior.
Caramel Cutters, Mills, Racine, and Savage.
Caramel Sizers, Racine, belt drive.
Nougat Cutters, Mills and Racine.
Steel Water-Cooled Slabs, 3'x6', and 3'x8'.

National Continuous Cooker, complete.
Simplex Steam Vacuum Cooker, also Gas Type.
Hildreth Form 3, Style "D" Puller, motor drive.
Racine Automatic Sucker Machine.

Marshmallow Beaters, 110 Gal. Savage, 50 Gal. National and Werner.

Day and Hobart Beaters, 80 Qt., 4-Speed, also Read.
Copper Steam-Jacketed Kettles, 10 Gal. to 150 Gal. Capacity.

OVER 1500 ITEMS ON DISPLAY

Write or wire for quotations on equipment you are interested in.

SAVAGE BROS. CO.

2638 Gladys Avenue

Chicago, Illinois



Toffee Flavors

The creamy richness of these flavors
will give new appeal to your toffees.


SCHIMMEL & CO., Inc.

601 West 26th Street

New York City

PENNSYLVANIA 6-5448

● CHICAGO REPRESENTATIVE: A. C. DRURY & CO., 219 E. North Water Street, Chicago, Ill. ●



Quality Coatings
THAT "STAND UP"

Merckens Fondant Process
Chocolate places your candies on
a high level—it individualizes
your product

This chocolate sets quicker and will not soften so readily as ordinary coatings do—but will retain its gloss, even in warm weather. This insures the fine appearance and lasting qualities of your candies.

Manufactured by a New Process in which the sugar is slightly modified—this brings out the unusual firmness—smoothness, and a conspicuous chocolate taste.

Season after season brings new users to the already large number of candy manufacturers who always specify—"Merckens Chocolate Coatings."

Send for samples—and see why.

MERCKENS CHOCOLATE CO., Inc.
BUFFALO, N. Y.

Branches:

BOSTON	NEW YORK
131 State Street	25 W. Broadway
LOS ANGELES	
412 W. Sixth Street	
CHICAGO	
HANDLER & MERCKENS, INC.	
180 W. Washington Street	

Trade News Briefs

The name of the P. T. ATWOOD CANDY CO., 1014 Congress St., Chicago, has been changed to KRAFT-PHENIX CHEESE CORP., CARAMEL DIVISION. The Atwood firm was a Kraft subsidiary.

WALTER HOLMAN is now superintendent for the Cracker Jack Co., succeeding Jack Hennessey. Mr. Holman was formerly with Curtiss Candy Co. and ForEta Nut Co.

CHARLES GEBHARDT, office manager for Dilling Candy Co., Indianapolis, Ind., on July 26 was slugged and robbed of \$1,215. He was about to enter the company's office with payroll funds he had obtained at a downtown bank.

MAUD MULLER CANDY CO., Ft. Wayne, Ind., will open a retail store at 106 West Wayne St. about September 1. The firm sells candies in Indiana, Ohio and West Virginia.

THE BONOMO CANDY & NUT CORP., 649 Morgan Ave., Brooklyn, N. Y., recently announced a new managerial and sales setup. Victor A. Bonomo is President and Joseph Bonomo Secretary-Treasurer. Charles McLeod has been appointed Superintendent. Mr. McLeod was formerly with Crown Chocolate Co., of McKeesport, Pa., Belle Mead Sweets, of Trenton, and Meeker McLeod, of Columbus, Ohio. Abe Goldstein, formerly with Park & Tilford and Happiness candy stores, is Plant manager. Jack Dubin is Office Manager. The firm specializes in medium and high priced chocolates, a variety of penny items, and nutmeats.

MR. MAC ISAACS has severed connections as Superintendent of the newly formed Sobel, Inc., Chicago. Mr. Bernstein, formerly of Schutter-Johnson's, is now in charge of production.

MANY executives of candy plants in Chicago were guests at the Brokers' Picnic and Golf Tournament July 26 at Coghill Country Club.

MANUFACTURERS in Zone 7 are meeting practically every two weeks to discuss mutual problems, under leadership of L. J. Rubel, of National Candy Co., Zone Chairman. Meetings last month were mainly devoted to maintenance of hours and wages of the former Code. There are a few firms in this section that refuse to comply.

NEARLY everybody will get a prize at the 5th Annual Golf Tournament of the CANDY PRODUCTION CLUB OF CHICAGO, August 15, at the Kildeer Country Club. About 200 prizes are offered to the candy men, members of the allied trades, and friends.

L. S. HEATH & SONS, Robinson, Ill., manufacturers of the famous Heath English Toffee Bar, are building a new addition to their plant—increasing their floor space by more than 5,000 square feet. This will be ready about September 1. Returning from a recent trip to Robinson, L. R. Zimmerman, Chicago Area manager for Milprint Products Corp., reported the splendid progress Heaths are making on the new building.

The Heath bar has been a sensation all over the country for more than a year. Another example of public response to quality—and the bar is small! The increase in volume, and the fact that they could not take care of their requirements last year, has forced Heaths to enlarge their factory.



HIT COMPETITION HARD THIS FALL

With a line-up of fast moving numbers.

Now is the time to plan your formation of balanced formulas to insure that every piece in your Fall line clicks right from the "Kick-off".



Nulomoline fits into practically all candy combinations and provides the necessary quality control.

Ask us for practical suggestions—particularly formulas for the "new idea" candies created by our Service Department.

These candies are made from new ingredients of unique flavor combinations and offer possibilities for a variety of strong-appeal numbers.

The **NULOMOLINE COMPANY**

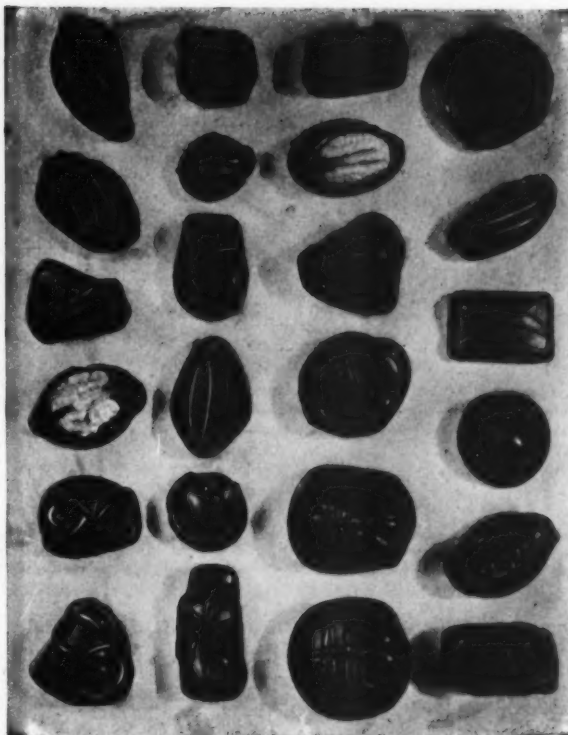
Manufacturers of Standardized Invert Sugars

109-111 Wall Street



New York

Western Office: 333 No. Michigan Ave., Chicago, Ill.



"Knowing How"

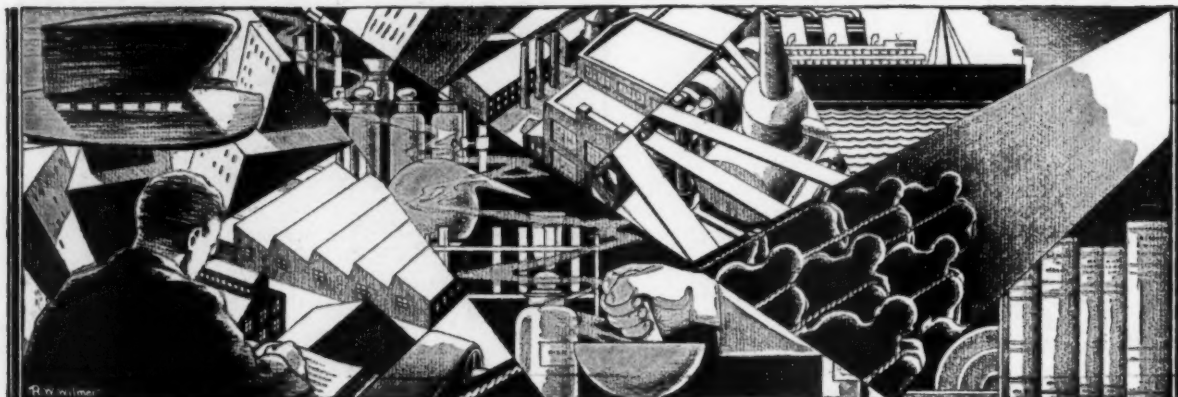
● YEARS ago Hooton learned the tremendous value of manufacturing to a high standard of quality. For almost four decades, this standard has been maintained. The value of "knowing how" to manufacture well—of "knowing how" to maintain quality—remains a treasured heritage.

● Our "knowing how" is your assurance that Hooton Chocolate Coatings are quality products—coatings you can use with confidence *and profit*.

HOOTON

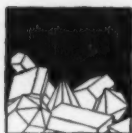
CHOCOLATE CO.

NEWARK, NEW JERSEY



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Determination of Sucrose in Candies and Chocolate



Arnaldo Foschini. *Industria Chimica* 9, 1636-9 (1934).

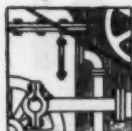
THE author's method described in C/A 28, 64906 has been found suitable for the determination of sucrose in candies and chocolate.

Differentiating Between Cacao Butters Extracted by Pressure and by Means of Solvents

A. Castiglioni. *Ann. fals.* 28, 24-7 (1935).

THE suspected fat is melted, shaken out with colloidal acetic acid and the acid examined under ultraviolet light. With solvent-extracted butter the acid shows a bright yellowish green fluorescence. To the fat, 95% alcohol, concentrated hydrochloric acid and a few crystals of antipyrine are added and the sample heated to boiling. On cooling, a pink color appears with solvent-extracted butter.

Anti-Oxidant Properties in Vegetable Lecithin



Everette I. Evans. *Ind. Eng. Chem.*, 27, 329-31 (1935).

VEGETABLE lecithin exhibits valuable anti-oxidant properties in vegetable oils where the auto-oxidation is catalyzed by an active metal. This anti-oxidant property is destroyed if the product is heated above 65° C. (149° F.). Of interest in connection with the retardation of rancidity in cocoa butter and chocolate.

Cocoa Beverage



Glenn H. Joseph and Robert D. Nedvidek (to Calif. Fruit Growers Exchange). U. S. 1,993,932, March 12.

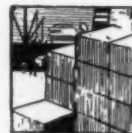
A SYRUP containing cocoa powder, pectin and sugar, in which sufficient pectin is used to retard settling of the cocoa powder in the finished beverage.

Pectin Product

Albert K. Epstein. U. S. 1,995,- 281, March 19.

A FINELY divided purified pectin is coated with purified mineral or cottonseed oil to facilitate solution by preventing clumping.

Investigation of the Mineral Content of Cacao



J. Grossfeld and E. Lindemann. *Z. Untersuch. Lebensm.* 69, 45-50 (1935).

AVERAGE chlorine content, 0.03% sodium chloride, 0.05%; calcium, 0.075%; calcium oxide, 0.11%; magnesium, 0.29%; magnesium oxide, 0.48%; phosphoric acid, 1.05%; phosphate, 1.41%.

Production of Cacao Butter Substitute

Yu. Orlova and M. Mlodzeevskaya. *Masloboino Zhivornoe Delo* 9, No. 8, 26-8 (1935); *Chimie & industrie* 31, 1171.

REPORT of a study made to determine the practicability of producing artificial cocoa butter by hydrogenation of sunflower-seed oil. A substitute was developed, which while suitable in some instances, gave different analytical constants from those of true cocoa butter.

Hygroscopicity of Sugars and Sugar Mixtures



John H. Dittmar. Ind. Eng. Chem. 27, 333-5 (1935).

THE relative humidities required before various dry crystalline sugars absorb moisture from the air are as follows: sucrose 82.5%; dextrose, 79.0%; levulose, 57.5%. The non-crystalline plastic form of heavy invert sugar absorbs moisture at above 22.5% relative humidity. Hygroscopicity of commercial sugars increases rapidly with invert content. This data is of practical significance to manufacturers of hard candies.

Polishing, Bleaching and Dyeing the Pecan



L. M. Ware, National Pecan Assn. Bull. Rept. Proc. 32nd Ann. Convention, 42-44.

THE most effective agent found for bleaching the shells of polished pecans was a sodium hypochlorite solution containing 2% of active chlorine. It was not practical to employ this solution on unpolished pecans because of the unnatural appearance which it imparted. Good results in dyeing both polished nuts and polished and bleached nuts were obtained with 0.003-0.005% solutions of chrysoidine and 0.007-0.02% solutions of basic brown.

Identification of Foreign Fat in Cacao Butter



Bruno Paschke. Z. Untersuch. Lebensm. 68, 311-13.

A REPORT of further investigation on presence of foreign fats as adulterants of commercial cocoa butter.

Philippine Chicle Substitutes



Antonio I. de Leon and Braulio A. Alfaro. Univ. Philippines Natural and Applied Sci., Bull. 4, No. 1, 43-59.

TEN latexes from Philippine trees were analyzed. Chico and kalut varieties were found to compare favorably with Yucatan and Mexican chicle. Anubing balete, and malanangka contain resins of high melting point but may be blended with kalut and softer gums. Antipolo, dolitan, palak-palak and white nato are too low in resin and gutta content and too high in residue to make good chewing gum base. Haginit is too sticky.

Improvements in the MacMichael Viscosimeter

J. Balme. Rev. gen. mat. plastiques 10, 336-7.

THE construction and operation of the latest type of MacMichael viscosimeter is described.

**Fondants
need a
quality
flavor, too!**

YOUR chocolate covered vanilla creams deserve the same careful consideration inside as well as out.

The smoothness in taste of Burnett's Vanilla and its duty as a blending agent in your cream fondant will make the entire piece taste better.

Burnett's Vanillas are guaranteed for uniformity in purity and strength. Use

**FORT
MONOGRAM
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ARMADA**

**BURNETT'S
VANILLAS**

**JOSEPH BURNETT COMPANY
437 D Street, Boston**

**Something You Eat Today Will Taste
Better Because of Burnett's Vanilla**



Electric Glow Lamps For Jobbers Salesmen and Dealer Prizes

Sturdy glow lamps with all metal shades, easy to handle and ship. Packed in individual cartons. Any one of the above models cost less than \$1 in quantity lots. Use the glow lamps for increasing fall assortment sales through the jobber.

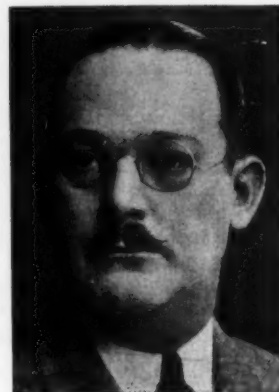
Send for bulletin showing our lamps in natural color.

WEST BEND ALUMINUM CO.
Dept. 858 West Bend, Wisconsin



SALESMEN'S SLANTS

C. Ray Franklin
Kansas City, Mo.



THE Middle West has undergone more hot weather the past few weeks, although local rains have helped the corn to a great extent, and from the present outlook there will be a good corn crop which, together with the wheat, was better than at first anticipated, makes the outlook for fall brighter than last year. Well, we can use it.

* * *

The jobbers in Kansas City and St. Louis have gone into a nose dive the past few weeks, due—they say—to the heat, which while late in arriving came with all the scorching of past years. Oh well, when we stop to check up we find we experienced the same condition each year. What business is it that enjoys 100 per cent all twelve months?

* * *

July, the month of vacations, is over and it won't be long now. I have seen several who tell me they returned about as tired as when they left, but oh boy! it's a different tired feeling, I'll say.

* * *

Frank Gillen of Lincoln, Nebraska, spent several weeks in northern Minnesota fishing, as did Martin Andelfinger of the Licorice Products Company of Dubuque, Iowa. Both, I believe, own cottages up there and spend a good deal of time there.

* * *

E. R. Walker, Mars representative of San Francisco, saw the writer on his return home after a Mars meeting. He reported a wonderful time, a great deal of which was spent at Mars' summer place in Minnesota. Earl reports a good business in northern California.

* * *

Mr. Richards of the Richards-Scheble Candy Company, Hutchinson Kansas and his wife spent several weeks in Colorado. They report a wonderful time and rest.

* * *

Walt Drury, president of Schall's, Inc., of Clinton, Iowa, told me the following: Mr. Goldberg had asked young Mr. Levy to his daughter's twenty-first birthday party, but Levy had refused. "But, Levy," said Mr. Goldberg, "we want to see you!" "No," replied Levy, "I can't manage it." "But my daughter will be much disappointed. You will spoil her party. You wouldn't do that, would you?" "If that's the case, I'll be there. What time?" "The same time you usually come. Just kick the door and I'll let you in." "Kick the door? Why can't I knock?" "Well, Levy, I figured your hands would be so full of presents!"

* * *

Joe Dietz of the Dietz Gum Company, Chicago, shot the following to your humble servant a few days ago, and did I bite!

Joe: Have you heard the latest Mae West joke?

C. Ray (eagerly): No. What is it?

Joe: Did you hear what Mae West said when she met Clark Gable on the street?

C. Ray: No. Tell me.

Joe: Hello, Clark!

N. Y. Manufacturers Plan Cooperation in Credits

Arrange Dun & Bradstreet Interchange Which May Be Extended to Other Cities

By NORBERT KELLMAN

Credit Manager, Elbee Chocolate Co.
Chairman, Credit Committee, Association of Confectionery and Chocolate of the State of New York

AS a result of consideration at our meeting on June 19, a committee of four manufacturing executives and three credit officials have been appointed to represent the Association of Confectionery and Chocolate Manufacturers of New York in discussing with Mr. A. E. Burke of Dun & Bradstreet, Inc., the practical details of a proposed cooperative plan for collection and dissemination of credit information in our industry.

Mr. Burke was invited to address the meeting by William F. Heide, chairman of the executive committee, and W. C. Kimberley, secretary-manager of the association. In introducing Mr. Burke, President Frank Kobak of Metro Chocolate Co., Inc., stated that after reviewing various proposals, the executive committee had come to the conclusion that best results were likely to be achieved if it were possible for the industry and Dun & Bradstreet to develop practical working arrangements.

Mr. Burke pointed out that the candy industry was peculiarly dependent upon related industries in the matter of credits. "Because many of the wholesale and retail outlets for candy handle also a wide range of general merchandise, it is necessary for the candy manufacturers to approach their credit problem with regard to the entire business organism," he said. "As all credit men know, incomplete knowledge of the credit standing of an account is frequently a dangerous thing, and ledger interchange, when solely depended upon, only hints at what may be the true state of affairs."

Dun & Bradstreet, he declared, is set up to collect information from all points geographically, as well as from all industries. Correlated information, including the paying habits of retailer or jobber, combine to present a comprehensive picture. While his organization, writing, as it does, the continuous business history of some 2,500,000 commercial names in the United States and Canada, is equipped to obtain essential facts, they have, for some months, been developing their activities cooperatively by means of groups.

Danger to a creditor lies among those accounts that are in the downward trend class. Interchange alone will not reveal such trend. Normal investigation will reveal it, but special investigation, plus the cooperative interests of the industry concerned, will supply the protection which the creditor must have if he is to protect himself against bad debt losses, and turn losses into increased sales.

At the meeting most of the time was devoted to questions and answers. Due to the fact those present were chief or ranking executives, the gathering looked to Mr. Burke for education as well as advice. Mr. Burke said the ideal situation is where the executive understands the importance of credit fundamentals, but gives to the credit officer authority and a free hand to carry on his important work of harmony with an agreed policy.

Mr. Burke explained the developments in Dun & Bradstreet's credit procedure in the last three or four years. He pointed out that the possibilities in this direction were far greater where contact was had with an industry through a group than if suggestions were made separately.

Mr. Fisher observed that the Dun & Bradstreet reports on the larger jobbing and retail concerns were more useful to him than those of the smaller concerns. He wondered if a group activity could improve this situation. Mr. Burke replied that a group brought cooperative assistance to the agency which it could obtain in no other way. For instance, he said, a concern has several accounts. Several hundred of these accounts may run into very large accounts and on these he buys Dun & Bradstreet reports. He feels, however, that on the remaining 25,000 or more, because of the small individual amount involved, he need not go further than to consult their rating book.

Flavoring HINT FOR YOUR HOLIDAY CANDY

To put "satisfaction-insurance" into holiday sales—use **Mapleine**—the flavor millions of Americans favor! Delicious! **Mapleine** will not cook out or fade out. It is inexpensive, too! Leading candy makers have used **Mapleine** with success for more than thirty years. Order it today!

Crescent Mfg. Co., 654MC Dearborn St., Seattle, Wash. Branches: New York, Chicago, Pittsburgh, Minneapolis, San Francisco, Dallas, Los Angeles

**15 to 40
BAGS PER MINUTE**
Weighed, Filled and Sealed
with
AMSCO PACKAGING UNITS

**Complete Line
\$600 and Up.**

AMSCO Units are made up of various combinations of machines to package free- and non-free-flowing products into all types of bags to be sealed by heat or adhesive.

**WHAT IS YOUR
PACKAGING
PROBLEM?**

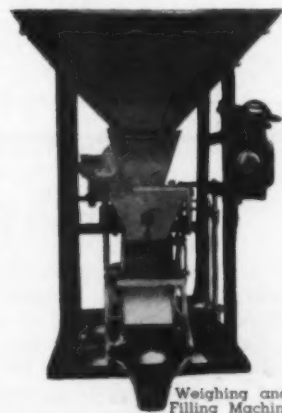
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PACKAGING MACHINERY, Inc.

130 Centre Street New York, N. Y.

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Weighing and Filling Machine

The Daily Flavor

YOUR CANDY IS NO BETTER THAN ITS FLAVOR

We sincerely believe our flavors are finer and our service is more practical.

FOOTE & JENKS
INCORPORATED
FLAVOR SPECIALISTS
JACKSON, MICHIGAN, U.S.A.

IMPORTERS

SHELLED NUTS
EGG ALBUMEN
GUMS . . GINGER
PEELS . . . AGAR
MARSHMALLOW GELATINS

HEADQUARTERS FOR MORE
THAN HALF A CENTURY

T. M. DUCHÉ & SONS, Inc.
117-119 HUDSON ST., NEW YORK

BOSTON—177 State Street
CHICAGO—61 W. Kinzie

CLEVELAND
BALTIMORE

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THE MANUFACTURING CONFECTIONER
1140 Merchandise Mart Chicago, Ill.

The best way to cover a small account and certainly the cheapest way, is to have the information collected group by group and turned over en bloc to the agency. Whenever this has been done, Mr. Burke explained, cumulative losses from small accounts hitherto regarded as uncontrollable began to be brought under control.

Mr. Haug stated that twelve leading manufacturers belonging to the Confectioners Board of Trade already had an interchange bureau. He felt that this bureau was doing all that any such group could do, yet it had proved inadequate in so far as cancelling credit is concerned, being unable to include proper investigations.

Mr. Burke emphasized the fact that while ledger information is important, it is by no means a safe indication on which to base credit and that experience in other industries had proved ledger information must be combined with special investigation, antecedents, bank checkings, analyses of statement, etc., which information, in combined form, can only be had through an agency operating on a nation-wide basis over a long period of years, reporting every type of business and serving every type of industry.

Mr. Heide inquired whether Dun & Bradstreet would be in position to expand group work in the candy and chocolate field if a start were made in metropolitan New York.

Mr. Burke's response was in the affirmative. Dun & Bradstreet, he indicated, was prepared to sponsor group work in such other cities as Philadelphia, Boston, Chicago and San Francisco.

Mr. Michaels inquired how it would be possible to keep a concern from granting credit where granting was not deserved.

Mr. Burke said it should be possible to present a picture of credit facts so positive and so inclusive of experiences in related lines, that only the foolhardy will ignore them. In this case, the penalty will bear upon the guilty and not upon both guilty and innocent, as is now frequently the case where the innocent and conservative grantor of credit does not have complete information available.

Manufacturers are asked to give this whole matter the most urgent and prompt consideration.

ADOLPH GOELITZ

(Continued from page 25)

office of Vice-President, which he continued to occupy—as an inactive member—until his death.

Another enterprise in which Mr. Goelitz was at one time interested was the marketing of the vacuum cooker invented by Peter Schlueter, under the name of Schlueter and Goelitz. Eventually disposing of their holdings, the kettles are known today as the Simplex Vacuum Cookers.

To Adolph Goelitz the confectionery industry owes a debt of gratitude. He was not only a manufacturer but a benefactor who contributed immeasurably toward its technical progress. He was as fair as he was enthusiastic, and his personality radiated his unfailing sense of humor.

During the past few years he was retired from active business, confining himself to the glories of nature on his estate in Deerfield, Ill.

Mr. Goelitz is survived by his wife, two sons, and four daughters: Walter, who is manager of the Brooklyn factory; Arthur G., general manager of the North Chicago plant; Mrs. Olivia McGann, Mrs. Maurice Musselman, Mrs. Sam Russel, and Charlotta Goelitz.

Services were held at the Highland Park Presbyterian Church and interment at Ridgewood.

Cocoa-Milk

(Continued from page 22)

Eyeiece, Homal I: Camera Extension, 405 mm. vert.: Magnification, 238X: Screens, Corning daylight, Wratten No. 15: Condenser, Leitz, acro., top removed: Illumin., B and L Lamp, ribbon filament: Film, Pan. proc. 5X7, 2 secs.: Eastman's Dev. D-11, 8 min.

Small Piece Wraps Lead the Bulk Candy Parade

(Continued from page 33)

boats, and sold in bulk over the counter. The accompanying photo illustrates the different methods of wrapping; such as twisted and folded ends.

The recent impetus to individual wrapping is partly due to the cooperate enterprise of both the wrapping materials and machinery manufacturers with the candy producers. The machinery manufacturers have made possible low cost wrapping by their development of high speed wrapping machines with tremendous production capacity.

Some manufacturers report that reduction in individual packaging costs over hand wrapping, by means of modern equipment, has enabled them to offer more merchandise at a given price.

Control of Product in Manufacturing

(Continued from page 36)

In regard to tests for coating, pan room employees should constantly make counts of their goods as they are being run, because if the centers run practically to size, the finished correct count will give the proper amount of coating, in the enrobing department.

Tests should be made not only of the finished weight, but some concerns weigh centers and weigh finish. If tests are made periodically, possibly every half hour or, if you prefer, every quarter hour, showing the weight of chocolate taken on by a pound of centers, the amount of coating can be controlled.

Coating can also be controlled if we will buy coating which has the proper viscosity and use it on the class of goods it is intended for.

I believe the best safeguard for control in the plant is the human element, and this is the hardest thing we have to handle. I believe when a mistake is made that the matter should be talked over in an unimpassioned manner and a realization brought to the one who has made the error of the cost, the effect it has upon the business, upon the customer. If this lesson can be brought home, it is a fine asset which we will develop in the progress which we hope to make.

This, of course, all means organization. Organization means teaching, constantly teaching and forever teaching.

MR. MELODY: On the subject of production and production control, one could go on forever; there have been reams written about it. It may start with cooking jelly work by refractometer, tests, moisture tests, and one wouldn't know where to finish.

I would like to say one thing about chocolate, I don't think anyone can intelligently operate a dipping department unless he standardizes viscosity.

We would like to have some discussion. Are there any questions?

AUGUST, 1935



*The Right
Make-up*

REFLECTS THE RIGHT APPEAL

It takes quality to reflect quality. Use Convertit to insure the proper make-up to protect the quality of your cream centers.

*Take no chances
with your
Holiday Creams*

You can make them right thru the hot, humid weather—starting them with a firm crust—knowing that

CONVERTIT
Purified invertase of standardized activity

will soften the crust and insure just the right degree of softening whether you want a firm center or one of flowing creaminess.

Convertit speeds up production and reduces losses from mashing, crusting, drying and fermentation. It is as easy to use as flavoring.

Write for our booklets on cast
or hand-roll creams.

The
NULOMOLINE COMPANY

Exclusive Distributors of CONVERTIT

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Western Office: 333 No. Michigan Ave., Chicago, Ill.



Behind that name stands a full century of service to MANUFACTURERS of CHOCOLATE. It is a positive guarantee that machinery and equipment bearing the LEHMANN trade mark are the very finest that human skill and engineering ability can produce.

Let LEHMANN Engineers solve your equipment problem.

J. M. LEHMANN CO., INC.

Established 1834

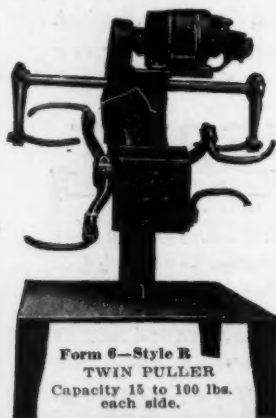
250 W. Broadway, New York, N. Y.

PLANT: LYNDHURST, N. J.

MAXIMUM CAPACITY 200 lbs.

PER BATCH

**Form 6 — Style R
TWIN PULLER**



Form 6—Style R
TWIN PULLER
Capacity 15 to 100 lbs.
each side.

Minimum capacity 15 lbs. per batch. Pulls either hard-boiled or soft-boiled goods.

Can be operated at any speed desired. Has variable speed control, self-contained electric motor drive.

Can be used for 2 batches at once—either the same or different colors or flavors.

Write for complete description and price.

Other sizes and styles—capacities 5 lbs. to 300 lbs. per batch. All parts interchangeable.

Rebuilt Models Available

A substantial saving is possible by installing a rebuilt model. Write for information.

HILDRETH'S

THE ORIGINAL CANDY PULLER

HILDRETH PULLING MACHINE CO.

153 Crosby Street, New York, N. Y.

The Plant Laboratory

(Continued from page 25)

tained not only by the laboratory but also by the superintendent and the foreman in charge of each individual department. Even though the laboratory makes reports and shows where practices are in vogue that are not conducive to the production of acceptable products, unless the report is read and taken advantage of by either the foreman or the superintendent or both, laboratory time will have been wasted. This has been the trouble in the past and the fault has not been due either to the production man or to the chemist, but rather to a lack of understanding and cooperation. Too often the chemist has felt that his job was complete after the analysis has been made or the research finished. Even though his report has been made to those designated to receive it, if such an individual or individuals are not conversant with results either from unfamiliarity with chemical terminology or from the lack of time to study such reports, they are pigeon-holed. It is for this reason that too much stress cannot be laid upon closer cooperation of plant executives and the laboratory. Neither can function alone.

Development Work

When we give consideration to the production of new items we are faced with the fact that a relatively small number of raw materials are at the confectioner's command. Sugar, invert sugar, corn syrup, pectin, gelatine, gum arabic, albumen, chocolate, milk products, lecithin, fruits and nuts will cover the greater majority of uses. New goods, therefore, depend largely upon the creation of appealing tastes and shapes. Consistency of a product also lends itself to development and if something which is appealing from the standpoint of appearance and taste also has an acceptable consistency, the product is more likely to succeed in creating sales appeal. The use of the laboratory in this field is unlimited.

The proper balancing of sugars, the control of texture and the blending of tastes with perfumes to give a desirable flavor can be used to advantage. The proper and improper blending of gelatine for a marshmallow may result in products with the same appearance, the same taste but in the one case it will be tougher than the other and the more tender eating piece will be more acceptable. If each of the products were placed on the market in similar packages but with a different name, consumer acceptance would most likely be greater for the one with the better consistency. The same thing will apply to the production of any other type of candy.

A confectionery plant is not designed as an experimental unit. More and more we approach straight line production, and any halt or break in

such production is wasteful. Samples should never be made in such a plant. It means the slowing down of every operation and time enough is not available for the proper number of experiments. The practical candy laboratory is a necessity, for here five gallon batches, or even smaller ones, can be produced and reproduced until desired results are obtained. Then comes the time for factory tests. Too much stress cannot be laid on this fact, and in closing let me urge you who have laboratories to make more use of them in this direction. If you haven't a chemist, you need one, but if you can't afford the expenditure at least start assembling a small development plant where someone interested in experimental work can begin developing new items for your lines.

Daniel C. Cottreal, Of National Equipment Co., Passes

DANIEL C. COTTREAL, the oldest employee of the National Equipment Co., died in July at his home in Springfield of angina, from which he had suffered for about a year.

Dan, as he was known to his host of friends in the industry, had been in the employ of this concern and its predecessor, the Confectioners' Machinery Manufacturing Co., since 1893, and had been in nearly every manufacturing candy plant in the United States and Canada and in many in Europe. His acquaintance was wide and he saw many of the present heads of concerns start in the business as young men and watched their progress with affectionate interest.

He leaves a widow, Angeline, two brothers, and several nieces and nephews.

SCHUTTER-JOHNSON CANDY CORP., Chicago, is also going "great guns." We understand a new addition is being contemplated adjacent to the present building. A feature of their recent picnic, attended by 600 employees and their families, was a contest for the best decorated auto in their parade, which was over five blocks long. Mr. Hawkins, former promoter of the Independent Candy Jobbers Alliance, is back with Schutters, in charge of specialty sales.

KIMBELL CANDY CO., Chicago, specialist in coconut candies, report the largest three months' volume in their history. President Frank Kimbell says it is due to quality and merchandising.

FLAVOR CANDY CO., Chicago, is expanding its line, including high grade chocolates—for which President Jack Malanowski has a reputation. Ralph Comfort, formerly of Nutrine's, is Superintendent. Mr. Hirsch is in charge of sales.

ROBERT A. JOHNSTON CO., Milwaukee, created a sensation this summer by individually wrapping their chocolates in foil; featured as "Summer Cooled."

SAM FRIED, formerly Sales Manager of Metro Chocolate Co., Brooklyn, N. Y., has become Vice-President in charge of sales of the UP-TO-DATE CANDY CORP., 1668 Webster Ave., Bronx, New York. Albert Horowitz is President. The firm recently acquired the Peter Paul Cream Mints equipment and line, which will be offered as Yorktown Cream Mints. The machinery is being installed in their new plant.

AVOID LAWSUITS

Splinters, slivers, chips and other foreign material get into your goods from fibre, linoleum, cardboard or wood caramel cutting boards. Disagreeable and expensive lawsuits are a result.

Take no chances! For cutting caramels, nougats, centers and all other cutting, use

BURMAK NEW TYPE CUTTER BOARDS

They will not splinter, chip or fray out!

They are firm, smooth and uniform in thickness!

The treated laminated construction means longer service and less wear on the cutting knives.

The **BURMAK** Caramel Cutter Board is the "standard" for leading manufacturing confectioners.

No. AC18 18" x 18" Always in Stock

No. AC20 20" x 20" Always in stock

Also any special sizes.

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IDEAL WRAPPING MACHINES

Ideal Wrapping Machines were designed to meet the needs of those large and small manufacturers whose requirements demand rapid handling along with dependable and uninterrupted operation. The service record of every IDEAL sold proves the absolute reliability of this equipment. Each machine carries our unqualified guarantee that it is mechanically perfect.

Two models are available. The Senior Model which wraps 160 pieces per minute and the Special Model with a capacity of 240 pieces per minute.

Candy manufacturers will find these machines excellently adapted to their most exacting requirements.

Write for complete specifications and prices.



IDEAL WRAPPING MACHINE CO.

EST. 1906

MIDDLETOWN, N. Y.

U. S. A.

AUGUST 1935						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER 1935						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

The CANDY MAN'S CALENDAR

August			September		
8th Month 31 Days { 5 Saturdays 4 Sundays			9th Month 30 Days { 4 Saturdays 5 Sundays		
Day of Month	Day of Week	EVENTS	Day of Month	Day of Week	EVENTS
1	Th	Weekly meeting Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Weekly meeting Keystone Jobbing Assn., Chamber of Commerce Bldg., Scranton, Penn. (Weekly, 7:30 p. m.)	2	M	Labor Day. Monthly meeting the Candy Production Club of Chicago, DeMet's, Board of Trade Bldg., Chicago.—Monthly meeting Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.
2	Fr	Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.	4	W	Monthly meeting Retailers Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 North Broad St., Philadelphia.—Weekly meeting (every Wednesday evening) Merrimac Valley Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.—Weekly meeting Colorado Confectioners' Association, Chamber of Commerce, Denver (every Wednesday).—Monthly meeting Southern N. E. Wholesale Confectioners' Assn., Inc., Remington Hall, Y. M. C. A., Fall River, Mass.
3	Sa	Bi-monthly meeting St. Louis Candy Sales Assn., American Annex Hotel, St. Louis, 12:30 noon.	5	Th	Weekly meeting Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Weekly meeting Keystone Jobbing Assn., Chamber of Commerce Bldg., Scranton, Penn. (Weekly, 7:30 p. m.)
5	M	Monthly meeting the Candy Production Club of Chicago, DeMet's, Board of Trade Bldg., Chicago.—Monthly meeting Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.	6	Fr	Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City Chamber of Commerce, Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.—Monthly meeting Wolverine Candy Club, Norton Hotel, Detroit, Mich.
7	W	Associated Retailers Confectioners' annual meeting, Palmer House, Chicago (3rd-5th). — Flavoring Extracts Manufacturers' Assn. annual meeting, Lake Shore Athletic Club, Chicago (3rd-5th).	7	Sa	Bi-monthly meeting St. Louis Candy Salesmen's Assn., American Annex Hotel, St. Louis, Mo.
9	Fr	Monthly meeting of Wolverine Candy Club, Detroit, Mich.	9	M	Cities observing Sweetest Day in October should be well stocked.
13	Tu	Monthly meeting Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.	10	Tu	Monthly meeting Conf. Buying Assn., 17 E. Austin Ave., Chicago.
14	W	Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Md.	11	W	Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Md.
15	Th	Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, N. Y. C. (middle and last of month)—Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.	13	Fr	Monthly meeting Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.
19	M	Bi-monthly meeting Chicago Candy Club, Maryland Hotel, Chicago.	16	M	Bi-monthly meeting Chicago Candy Club, Medinah Club, Chicago.—Annual meeting, Southern Wholesale Confectioners' Assn., Savannah, Ga.
20	Tu	Monthly meeting of Candy Executives' and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.	17	Tu	Monthly meeting of Candy Executives' and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.
26	M	Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.	20	Th	Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, N. Y. C. (middle and last of month)—Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.
29	Th	Monthly meeting of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.—N. J. Wholesale Confectioners Board of Trade, Hotel Douglas, N. J.	21	Sa	Bi-monthly meeting St. Louis Candy Salesmen's Assn., American Annex Hotel, St. Louis, Mo.
30	Fr	Bi-monthly meeting, Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.	25	Th	Monthly meeting of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.—N. J. Wholesale Confectioners Board of Trade, Hotel Douglas, N. J.
31	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Penn.	26	F	Be ready with your Hallowe'en Novelties—only a month away.
			28	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Penn.
			30	M	Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.


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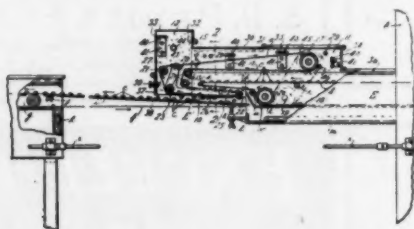
**DATES—FIGS
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P A T E N T S

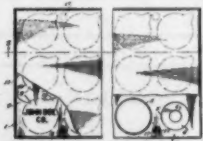
OF INTEREST TO THE CONFECTIONERY INDUSTRY

2,003,851. Confection Coating Machine. Alonzo Linton Bausman, Springfield, Mass. Application October 23, 1933, Serial No. 694,783. 12 Claims. (Cl. 91—3.)



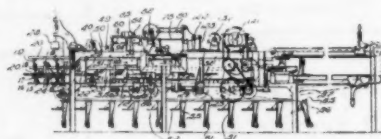
1. In apparatus for the manufacture of coated confections, a pair of conveyers presenting upper stretches travelling in the same direction with the delivery end of one adjacent but above the receiving end of the other, an intermediate conveyer having a portion of its travel in the space between said ends and presenting in such portion of its travel upper and lower stretches which underlie and overlie respectively and move in the same respective directions as the lower stretch of the first conveyer and the upper stretch of the second conveyer, said conveyers carrying coated confections while their coatings are still workable and arranged for the transfer of confections from the lower stretch of the upper conveyer to the upper stretch of the underlying intermediate conveyer and from the lower stretch of the intermediate conveyer to the upper stretch of the lower conveyer, said intermediate conveyer having another portion of its travel wholly outside and remote from said space, and means for cleaning said intermediate conveyer in the last named portion of its travel.

2,000,339. Process for Making Confection Packages. Frederick Thomas Krein, Park Ridge, Ill., assignor to Vortex Cup Company, Chicago, Ill., a corporation of Delaware. Application December 30, 1932, Serial No. 649,576. 6 Claims. (Cl. 62—173.)



1. The process of making a package of confection, comprising the steps of placing a quantity of semi-liquid confection in a container, placing a cap over the mouth of the container, inverting the container, confection and cap while the cap closes the mouth of the container so that the container and confection are supported by the cap and the confection intimately contacts the cap, and subjecting the container, cap and confection to a sub-freezing temperature for the confection until the latter is solid and firmly adheres to the container and cap.

2,001,175. Packaging Machine. Ross T. Adams, Richard S. Poole, and Morris Raymer, Battle Creek, Mich., assignors to Kellogg Company, Battle Creek, Mich., a corporation of Michigan. Application June 8, 1932, Serial No. 616,007. 31 Claims. (Cl. 93—6.)



1. A bag sealing machine including in combination, means for carrying an open mouthed bag, means for applying adhesive to the inside edges of the mouth thereof at the same time, means for folding the mouth of the bag to form a pair of substantially parallel side walls, and means for pressing the said pair of side walls together, whereby to seal the mouth.

2,001,371. Confection. Rudolph G. Thoke, La Grange, Ill., assignor to Hydrox Corporation, Chicago, Ill., a corporation of Delaware. Application March 28, 1933, Serial No. 663,152. 7 Claims. (Cl. 99—16.)



1. As a new article of manufacture and in combination, a cone formed of edible frangible material, an auxiliary frusto-conical separate member formed of infrangible and inedible sheet material arranged adjacent the upper portion of said cone with one edge contacting closely therewith, so as to define an inverted frusto-conical space in prolongation of the space within said cone, and a frozen comestible substantially filling said cone and said member, said comestible having been solidified therein.

Correction

AN unfortunate error occurred in our July issue to the effect that Leon Sweet, of the Sweet Candy Co., Salt Lake City, Utah, is Vice-President of the National Confectioners' Association. Mr. Sweet, instead of being returned to that office, which he held in 1931, at the recent convention he was elected to the Executive Committee. As correctly stated in our June issue, the Vice-Presidents are H. R. Chapman and C. H. Woodward.

